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POCKET GUIDE

to the

CHICAGO MARKET

1984

Prepared by—

Sun-Times

During an average day in CHICAGO

Retail sales total more than $110,800,000

Manufacturers produce more than $371,000,000

Wholesale receipts account for $470,500,000

Service establishments bill $56,600,000

More than 119,500 persons leave or enter by air

Railroads bring 139,000 persons to Chicago

Buses carry 138,300 passengers to Chicago

More than 21,000 tourists, spending $224.59 each, visit Chicago

More than 3,528,000 workers earn an average of $94.00 per household—52% greater than the national average

SOURCES:
CHICAGO ASSOCIATION OF COMMERCE AND INDUSTRY;
CHICAGO CONVENTION AND TOURISM BUREAU.

A Pocket Guide to Help You Know

THE CHICAGO MARKET

Market Information Services
CHICAGO SUN-TIMES

Available . . . . . .

TO HELP YOU

REACH CHICAGO HOMES

EFFICIENTLY . . . PROFITABLY

SMRB CHICAGO -- a comprehensive survey of the Chicago ADI providing detailed information on the market's demographics, media and product usage, shopping habits and newspaper readership.

GROCERY ROUTE LIST -- location of nearly 3,600 food stores arranged in optimized routing for 77 city areas and 224 suburban towns. Each store classified by affiliation.

DRUG STORE ROUTE LIST -- location of over 1,700 drug stores arranged in optimized routing for 77 city areas and 195 suburban towns. Each store classified by affiliation.

CENSUS DATA PACKET -- basic statistics of interest to marketers, compiled from the U.S. Census for 77 Community Areas within the city and all major suburban localities in the metropolitan market.

SHOPPING CENTER DIRECTORY -- listing of 304 shopping centers classified into three categories: (1) those centers with two or more major department stores; (2) those centers with one major department store; and (3) all others having ten or more tenants. Additional sections include a listing of discount and family center stores, and a brief demographic/business analysis of the Chicago area.

MAJOR DISTRIBUTORS OF FOOD PRODUCTS -- directory of corporate chains, wholesalers, voluntary groups, department stores and outstanding independents serving the local food industry.

Ask your representative from

the CHICAGO SUN-TIMES

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	31	5	6	7	8	9	10	11
	32	12	13	14	15	16	17	18
	33	19	20	21	22	23	24	25
AUG.	34	26	27	28	29	30	31	1
	35	2	3	4	5	6	7	8
	36	9	10	11	12	13	14	15
	37	16	17	18	19	20	21	22
	38	23	24	25	26	27	28	29
SEPT.	39	30	1	2	3	4	5	6
	40	7	8	9	10	11	12	13
	41	14	15	16	17	18	19	20
	42	21	22	23	24	25	26	27
OCT.	43	28	29	30	31	1	2	3
	44	4	5	6	7	8	9	10
	45	11	12	13	14	15	16	17
	46	18	19	20	21	22	23	24
NOV.	47	25	26	27	28	29	30	1
	48	2	3	4	5	6	7	8
	49	9	10	11	12	13	14	15
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Section One:

UNDERSTANDING AND DEFINING THE CHICAGO MARKET

Chicago, Illinois is the third largest city in the United States and has grown to a point where it is now the nation's leading industrial and transportation center. Located at the northeast corner of Illinois on the Chicago River at the base of Lake Michigan, Chicago has long been a commercial and industrial center. Indians settled the area before Europeans explored Illinois. The French established settlements in the late 1600's and by 1803, the United States Government had established a key military fort at the mouth of the Chicago River.

From the time of the city's incorporation in 1837, the Chicago Area has been known as a location for excellent employment opportunities. Chicago's earliest growth prior to the Fire of 1871 centered on the establishment of the Union Stock Yards which developed as a mecca for agricultural commerce in the United States. Many European immigrants settled in Chicago and were employed in this industry.

Following the Chicago Fire, the Chicago Area developed as a center for heavy industrial production. Iron and steel mills were established in 1875 along the Calumet River. By 1900, Chicago had established itself as a major industrial center. In 1906, United States Steel chose Gary, Indiana (just south and east of Chicago) as the site of its mill. As a result, by 1920, the Chicago Area became the nation's leading industrial center. The great influx of both immigrant and transient population at this time was a direct result of this industrial development.

Today, Chicago ranks as the transportation hub of the country. For example, only Texas, a state nearly five times the area of Illinois, has more track. The Chicago Area ships more tonnage of manufactured goods by rail than any other production center in the country. Chicago's eighteen trunk lines operate half of the nation's railway mileage and move 37,000 freight cars per day out of the city.

The Chicago Area ranks second nationwide in registered trucks. In this region there are approximately 2,000 trucking and warehousing firms, the highest total for any metropolitan area. Metropolitan Chicago ships 38 million tons of manufactured products each year by truck. Even though Illinois only ranks 24th in geographic size, it ranks third in the total miles of surface roads. Illinois has more miles of surface roads than all states with the exception of California and Texas. It also has the third highest total mileage of interstate roads in the country.

Shipping can traverse in two directions through the port of Chicago; northeast through the Great Lakes-St. Lawrence Seaway and south through the Illinois and Mississippi Rivers. Ships and barges carry 72 million tons of cargo in and out of the Metropolitan Area.

The strategic central location of Chicago's O'Hare Field has placed Chicago at the center of commercial air activity. On the average, more than 38 million passengers pass through Chicago every year. There are 588,000 scheduled plane movements serving 218 destinations each year at Chicago's airports. These figures rank Chicago as the busiest commercial air center. O'Hare Field handles more freight and mail than any other airport in the country. Chicago's value of import and export air shipments exceed those of any inland facility in the United States.

In order to understand more fully the statistical nature of the Chicago Area, it is important to be familiar with the five most widely accepted area descriptions:

1. City of Chicago - the 228.1 square miles of Cook County which contain 2,937,400 people within its incorporated boundaries.

2. The Northeastern Illinois Counties Area (NICA), formally the Chicago SMSA - Cook, DuPage, Kane, Lake, McHenry and Will Counties in Illinois.

3. City and Retail Trading Zone (C & RTZ) - The NICA plus Lake County in Indiana.

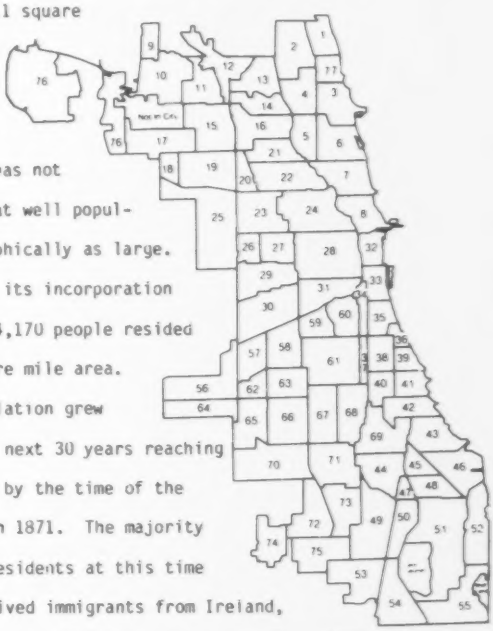
4. Chicago-Gary-Lake County Consolidated Metropolitan Statistical Area (CMSA) - The C & RTZ plus Grundy and Kendall Counties in Illinois, Porter County in Indiana and Kenosha County in Wisconsin.

5. Chicago Area of Dominant Influence (ADI) - The Chicago-Gary-Lake County CMSA plus eight counties in Illinois and Indiana.

SOURCES: Mayer, Harold M. and Wade, Richard C., Chicago-Growth of a Metropolis. Chicago: University of Chicago Press, 1969;
Chicago Association of Commerce and Industry;
U.S. Census - 1980;
Sales Management - 1983 Survey of Buying Power Estimates.

CITY OF CHICAGO

Currently, there are 2,937,400 people living within the 228.1 square miles of incorporated Chicago. However, Chicago has not always been that well populated or geographically as large. At the time of its incorporation in 1837, only 4,170 people resided in a 10.2 square mile area. Chicago's population grew rapidly in the next 30 years reaching nearly 300,000 by the time of the Chicago Fire in 1871. The majority of Chicago's residents at this time were newly arrived immigrants from Ireland, Germany and the Scandinavian countries. After 1871, Chicago became a focal point for the mass immigration of Eastern Europeans, soon followed by new arrivals from Italy and Germany. In the years prior to World War I, many Russians came to Chicago after much civil unrest in their home country. By World War I, these new arrivals in combination with blacks who migrated from the Southern United States helped to make Chicago a large multiracial and ethnic city of 2,700,000 people. In addition, the physical size of the city increased immensely during this 80 year period. In 1889, Chicago annexed the four adjacent communities of Jefferson, Lake View, Lake and Hyde Park. These acquisitions alone increased the physical size of the city by a factor of four.



CHICAGO COMMUNITY AREAS

Number	Name	Number	Name
1	Rogers Park	39	Kenwood
2	West Ridge	40	Washington Park
3	Uptown	41	Hyde Park
4	Lincoln Square	42	Woodlawn
5	North Center	43	South Shore
6	Lake View	44	Chatham
7	Lincoln Park	45	Avalon Park
8	Near North Side	46	South Chicago
9	Edison Park	47	Burnside
10	Norwood Park	48	Calumet Heights
11	Jefferson Park	49	Roseland
12	Forest Glen	50	Pullman
13	North Park	51	South Deering
14	Albany Park	52	East Side
15	Portage Park	53	West Pullman
16	Irving Park	54	Riverdale
17	Dunning	55	Hegewisch
18	Montclare	56	Garfield Ridge
19	Belmont Cragin	57	Archer Heights
20	Hermosa	58	Brighton Park
21	Avondale	59	McKinley Park
22	Logan Square	60	Bridgeport
23	Humboldt Park	61	New City
24	West Town	62	West Elsdon
25	Austin	63	Gage Park
26	West Garfield Park	64	Clearing
27	East Garfield Park	65	West Lawn
28	Near West Side	66	Chicago Lawn
29	North Lawndale	67	West Englewood
30	South Lawndale	68	Englewood
31	Lower West Side	69	Gtr. Grand Crossing
32	Loop	70	Ashburn
33	Near South Side	71	Auburn Gresham
34	Armour Square	72	Beverly
35	Douglas	73	Washington Heights
36	Oakland	74	Mount Greenwood
37	Fuller Park	75	Morgan Park
38	Grand Boulevard	76	O'Hare
		77	Edgewater

While incorporated Chicago ranks third to New York in total population, the City of Chicago outranks New York in many key economic factors. For example, the median household effective buying income in Chicago is 1.8% higher than New York. Analysis of total retail sales at the household level indicates that Chicago ranks higher than New York.

For research purposes, the City of Chicago has been subdivided into 77 "Community Areas" ranging in population size from Burnside (3,942) to Austin (138,026). Each of these areas has an evolving character and a local history of its own. Some were independent villages annexed by the growing city; some had strong ethnic and national origins and some had distinctive land-use patterns. Originally, each Community Area represented a definite neighborhood, but with urban change they are now regarded as standardized reportage units with an average population of 39,000.

Statistics for each Community Area have been compiled regularly since the Census of 1930. Community Areas are further subdivided into census tracts, of which there are 878 in Chicago.

SOURCES: Kitagawa, Evelyn M., and Taeuber, Karl E., Local Community Fact Book Chicago Metropolitan Area 1960. Chicago: Chicago Community Inventory, 1963;
Mayer, Harold M. and Wade, Richard C., Chicago-Growth of a Metropolis, Chicago: University of Chicago Press, 1969;
City of Chicago Department of Planning, City and Community Development;
Sales Management - 1983 Survey of Buying Power Estimates;
U.S. Census - 1980.

Selected Demographic Statistics

CHICAGO

TOTAL POPULATION - 1980	3,005,072
Male	1,427,901
Female	1,577,171
Under 18	852,876
18-34	903,791
35-54	610,433
55-64	295,461
65 and Over	342,511
MARITAL STATUS - 1980	
Total Population 15 Years and Older	2,311,034
Single	803,783
Now Married, except Separated	1,001,528
Separated	111,927
Widowed	217,312
Divorced	176,484
OCCUPIED HOUSING UNITS - 1980	1,093,409
Owner Occupied	425,866
Renter Occupied	667,543
SIZE OF HOUSEHOLD - 1980	
Total Occupied Housing Units	1,093,409
1 Person Unit	339,221
2 Person Unit	289,539
3 Person Unit	166,351
4 Person Unit	129,443
5 Person Unit	77,324
6 or More Person Unit	91,531
Persons Per Household	2.71
EFFECTIVE BUYING INCOME - 1982	
Total Households	1,089,300*
$0 - $9,999	281,039
$10,000 - $19,999	259,253
$20,000 - $34,999	313,719
$35,000 - $49,999	155,770
$50,000 and Over	79,519
Average Household Effective Buying Income	$23,692
TOTAL EMPLOYMENT - 1980	
(Persons 16 Years and Over)	1,235,865
Agriculture, Forestry, Fisheries, Mining	4,077
Construction	37,692
Manufacturing - Nondurable Goods	119,867
Manufacturing - Durable Goods	209,087
Transportation	79,411
Communications, Other Public Utilities	31,276
Wholesale Trade	53,157
Retail Trade	176,927
Finance, Insurance, Real Estate	100,052
Business and Repair Services	59,709
Personal, Entertainment & Recreation Services	44,026
Health Services	102,725
Educational Services	86,422
Other Professional & Related Services	59,440
Public Administration	71,997
RETAIL SALES (000) - 1982	$10,411,651
Food (000)	2,340,914
Eating and Drinking Places (000)	1,302,632
General Merchandise (000)	1,282,444
Furniture, Home Furnishings and Appliances (000)	463,173
Automotive (000)	1,052,306
Drug Stores (000)	554,608
Other (000)	3,415,574

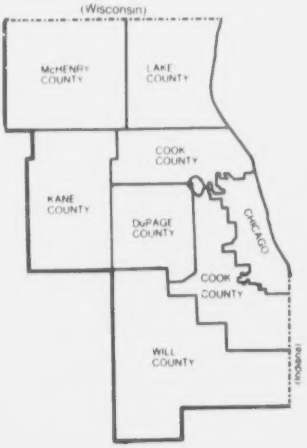
* Sales Management Estimate.

SOURCES: U.S. Census - 1980;
Sales Management - 1983 Survey of Buying Power Estimates.

NORTHEASTERN ILLINOIS COUNTIES AREA

The United States Bureau of the Census had established prior to 1983, the Chicago Standard Metropolitan Statistical Area (SMSA) to enable federal agencies to gather metropolitan data on a coordinated basis. However, in 1983, the United States Office of Management and Budget revised its definitions of the nation's metropolitan statistical areas. Therefore, in order to reduce the confusion created by these changes, the Northeastern Illinois Planning Commission has created the term "Northeastern Illinois Counties Area" (NICA) to include the same geography as the Chicago SMSA. Originally, the Chicago SMSA included Cook, DuPage, Kane, Lake and Will Counties in Illinois and Lake County in Indiana. In 1959, McHenry County was added to the Chicago SMSA and Lake County, Indiana was deleted in order to form in combination with Porter County the Gary-Hammond-East Chicago SMSA*. The six Illinois counties which comprise the NICA contain an area of 3,724 square miles extending from the Indiana state line to the Wisconsin state line including the City of Chicago and 205 suburban municipalities of 2,500 or more population.

Counties	Population
Cook	5,165,200
DuPage	705,900
Kane	286,700
Lake	457,900
McHenry	158,000
Will	345,400
NICA	7,119,100



* Now called the Gary-Hammond PMSA.

SOURCES: U.S. Census - 1980;
Sales Management - 1983 Survey of Buying Power Estimates;
Northeastern Illinois Planning Commission.

Selected Demographic Statistics

NORTHEASTERN ILLINOIS COUNTIES AREA

TOTAL POPULATION - 1980	7,103,624
Male	3,439,296
Female	3,664,328
Under 18	2,033,506
18-34	2,107,372
35-54	1,567,129
55-64	683,058
65 and Over	712,559
MARITAL STATUS - 1980	
Total Population 15 Years and Older	5,466,288
Single	1,629,357
Now Married except Separated	2,909,700
Separated	150,699
Widowed	425,383
Divorced	351,149
OCCUPIED HOUSING UNITS - 1980	2,486,724
Owner Occupied	1,425,422
Renter Occupied	1,061,302
SIZE OF HOUSEHOLDS - 1980	
Total Occupied Housing Units	2,486,724
1 Person Unit	609,548
2 Person Unit	709,071
3 Person Unit	416,659
4 Person Unit	372,995
5 Person Unit	203,315
6 Person Unit or More	175,136
Persons Per Household	2.80
EFFECTIVE BUYING INCOME - 1982	
Total Households	2,544,600*
$0 - $9,999	412,369
$10,000 - $19,999	488,025
$20,000 - $24,999	255,883
$25,000 - $34,999	523,143
$35,000 - $49,999	531,933
$50,000 and Over	333,247
Average Household Effective Buying Income	$30,084
TOTAL EMPLOYMENT - 1980	
(Persons 16 Years and Over)	3,238,886
Agriculture, Forestry, Fisheries, Mining	22,432
Construction	137,406
Manufacturing - Nondurable Goods	294,352
Manufacturing - Durable Goods	564,693
Transportation	191,513
Communications, Other Public Utilities	83,060
Wholesale Trade	165,793
Retail Trade	515,362
Finance, Insurance, Real Estate	249,488
Business and Repair Services	163,613
Personal, Entertainment & Recreation Services	102,908
Health Services	238,133
Educational Services	231,407
Other Professional & Related Services	146,556
Public Administration	132,170

(Continued)

Selected Demographic Statistics

NORTHEASTERN ILLINOIS COUNTIES AREA

(Continued)

TOTAL RETAIL SALES (000) - 1982		$34,322,638
Total Food Stores (000)		7,603,177
Supermarkets (000)	7,126,002	
Eating and Drinking Places (000)		3,773,975
General Merchandise Stores (000)		4,709,686
Department Stores (000)	4,277,748	
Apparel and Accessories Stores (000)		2,086,754
Furniture/Home Furnishings/Appliance Stores (000)		1,437,685
Furniture and Home Furnishings Only (000)	871,332	
Automotive Dealers (000)		4,771,620
Gasoline Service Stations (000)		2,901,350
Building Materials and Hardware Dealers (000)		1,217,391
Drug Stores (000)		1,466,632
Other (000)		4,354,368

PROJECTIONS - 1988 - 1993

Population - 1988	7,280,200
Population - 1993	7,424,200
Households - 1988	2,744,900
Households - 1993	2,921,200
Average Household Effective Buying Income - 1988	$57,891
Average Household Effective Buying Income - 1993	$94,506
Total Retail Sales (000) - 1988	$ 68,795,955
Total Retail Sales (000) - 1993	$118,214,923
Total Retail Sales per Household - 1988	$25,063
Total Retail Sales per Household - 1993	$40,468

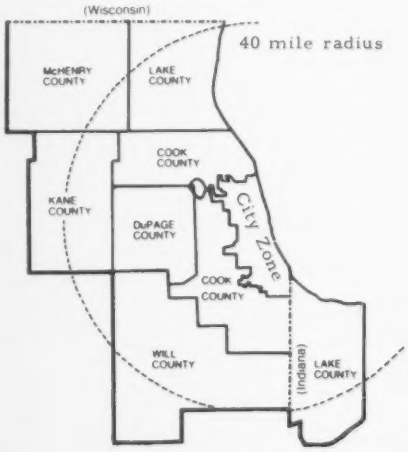
* Sales Management Estimate.

SOURCES: U.S. Census - 1980;
Sales Management - 1983 Survey of Buying Power Estimates;
Sales Management - 1983 Survey of Buying Power Forecasting Service.

CITY AND RETAIL TRADING ZONE

The "City and Retail Trading Zone" is a geographically delineated area developed by newspapers in conjunction with the Audit Bureau of Circulations in order to analyze local newspaper circulation patterns. The "city zone" is comprised of the incorporated municipality in which the newspaper is located as well as selected suburban communities adjacent to the central city. The "retail trading zone" consists of the MSA portion not included in the "city zone" as well as selected counties immediately adjacent to the MSA. The Chicago "city zone" includes the corporate City of Chicago plus the Village of Oak Park. The Chicago "retail trading zone" encompasses the remainder of the NICA and Lake County, Indiana which is added because more Chicago newspapers are circulated in this county daily than in either Kane, McHenry or Will Counties of the NICA.

Counties	Households
Cook	1,882,400
DuPage	248,100
Kane	98,500
Lake (IL)	150,000
McHenry	55,700
Will	111,900
Lake (IN)	176,300
C & RTZ	2,720,900



CHICAGO NEWSPAPER CIRCULATION

Distribution Zone:	Daily	Sunday
C & RTZ	1,289,348	1,631,885

SOURCES: Sales Management - 1983 Survey of Buying Power Estimates;
ABC Fas-Fax 9/30/83.

Selected Demographic Statistics

CHICAGO CITY AND RETAIL TRADING ZONE

TOTAL POPULATION - 1980	7,626,589
Male	3,693,689
Female	3,932,900
Under 18	2,197,908
18-34	2,256,047
35-54	1,679,382
55-64	734,885
65 and Over	758,367
MARITAL STATUS - 1980	
Total Population 15 Years and Older	5,856,357
Single	1,733,454
Now Married except Separated	3,131,137
Separated	158,572
Widowed	454,068
Divorced	379,126
OCCUPIED HOUSING UNITS - 1980	2,661,822
Owner Occupied	1,543,850
Renter Occupied	1,117,972
SIZE OF HOUSEHOLDS - 1980	
Total Occupied Housing Units	2,661,822
1 Person Unit	644,763
2 Person Unit	757,780
3 Person Unit	449,147
4 Person Unit	401,894
5 Person Unit	219,420
6 Person Unit or More	188,818
Persons Per Household	2.82
EFFECTIVE BUYING INCOME - 1982	
Total Households	2,720,900*
$0 - $9,999	447,182
$10,000 - $19,999	523,477
$20,000 - $24,999	278,624
$25,000 - $34,999	567,131
$35,000 - $49,999	561,663
$50,000 and Over	342,823
Average Household Effective Buying Income	$29,742
TOTAL EMPLOYMENT - 1980	
(Persons 16 Years and Over)	3,450,680
Agriculture, Forestry, Fisheries, Mining	23,739
Construction	147,444
Manufacturing - Nondurable Goods	305,249
Manufacturing - Durable Goods	634,324
Transportation	200,277
Communications, Other Public Utilities	88,622
Wholesale Trade	171,643
Retail Trade	550,386
Finance, Insurance, Real Estate	259,239
Business and Repair Services	169,251
Personal, Entertainment & Recreation Services	108,946
Health Services	252,416
Educational Services	246,971
Other Professional & Related Services	153,106
Public Administration	139,067

(Continued)

Selected Demographic Statistics

CHICAGO CITY AND RETAIL TRADING ZONE

(Continued)

TOTAL RETAIL SALES (000) - 1982		$36,895,336
Total Food Stores (000)		8,268,165
Supermarkets (000)	7,743,319	
Eating and Drinking Places (000)		4,044,802
General Merchandise Stores (000)		5,020,247
Department Stores (000)	4,569,979	
Apparel and Accessories Stores (000)		2,208,335
Furniture/Home Furnishings/Appliance Stores (000)		1,534.942
Furniture and Home Furnishings Only (000)	935,220	
Automotive Dealers (000)		5,141,561
Gasoline Service Stations (000)		3,207,599
Building Materials and Hardware Dealers (000)		1,317,932
Drug Stores (000)		1,580,283
Other (000)		4,571,470

PROJECTIONS - 1988 - 1993

Population - 1988	7,784,800
Population - 1993	7,916,600
Households - 1988	2,930,600
Households - 1993	3,112,200
Average Household Effective Buying Income - 1988	$57,327
Average Household Effective Buying Income - 1993	$93,553
Total Retail Sales (000) - 1988	$ 73,625,664
Total Retail Sales (000) - 1993	$126,145,664
Total Retail Sales per Household - 1988	$25,123
Total Retail Sales per Household - 1993	$40,533

* Sales Management Estimate.

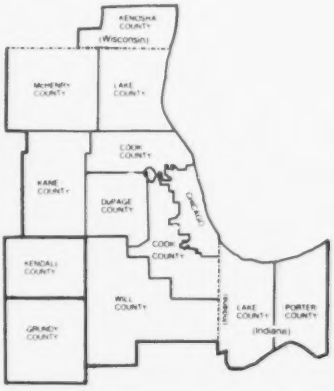
SOURCES: U.S. Census - 1980;
Sales Management - 1983 Survey of Buying Power Estimates;
Sales Management - 1983 Survey of Buying Power Forecasting Service.

CHICAGO-GARY-LAKE COUNTY
CONSOLIDATED METROPOLITAN STATISTICAL AREA

In 1983, the United States Office of Management and Budget (OMB) revised the definitions of the nation's metropolitan statistical areas. The general concept underlying these definitions is that of a geographic area consisting of a large population nucleus together with adjacent communities having a high degree of economic and social integration with that nucleus. The previous term "Standard Metropolitan Statistical Area" (SMSA) has been shortened to "Metropolitan Statistical Area" (MSA). There are 252 MSA's recognized in the United States. If an area has more than one million population and meets certain other specified requirements as determined by OMB, it will be termed a "Consolidated Metropolitan Statistical Area" (CMSA) consisting of major components recognized as "Primary Metropolitan Statistical Areas" (PMSA). There are 22 CMSA's and 76 PMSA's in the United States.

The Chicago-Gary-Lake County Consolidated Metropolitan Statistical Area contains six Primary Metropolitan Statistical Areas: Chicago, IL PMSA - Cook, DuPage, and McHenry Counties in Illinois; Aurora-Elgin, IL PMSA - Kane and Kendall Counties in Illinois; Joliet, IL PMSA - Grundy and Will Counties in Illinois; Lake County, IL PMSA - Lake County, Illinois; Gary-Hammond, IN PMSA - Lake and Porter Counties in Indiana; and Kenosha, WI PMSA - Kenosha County, Wisconsin.

Counties	Population	Population Per Sq. Mile
Cook, IL	5,165,200	5,392
DuPage, IL	705,900	2,095
McHenry, IL	158,000	260
CHICAGO, IL PMSA	6,029,100	3,170
Kane, IL	286,700	547
Kendall, IL	40,200	125
AURORA-ELGIN, IL PMSA	326,900	386
Grundy, IL	31,700	75
Will, IL	345,400	409
JOLIET, IL PMSA	377,100	298
Lake, IL	457,900	1,009
LAKE COUNTY, IL PMSA	457,900	1,009
Lake, IN	512,900	1,024
Porter, IN	128,800	307
GARY-HAMMOND, IN PMSA	641,700	698
Kenosha, WI	124,100	455
KENOSHA, WI PMSA	124,100	455
CHICAGO-GARY-LAKE COUNTY, IL-IN-WI CMSA	7,956,800	1,405



Sources: U.S. Census - 1980;
Sales Management - 1983 Survey of Buying Power Estimates.

Selected Demographic Statistics

CHICAGO-GARY-LAKE COUNTY
CONSOLIDATED METROPOLITAN STATISTICAL AREA

TOTAL POPULATION - 1980	7,937,326
Male	3,847,180
Female	4,090,146
Under 18	2,293,986
18-34	2,349,182
35-54	1,747,106
55-64	761,247
65 and Over	785,805
MARITAL STATUS - 1980	
Total Population 15 Years and Older	6,089,532
Single	1,790,471
Now Married except Separated	3,276,660
Separated	161,228
Widowed	468,469
Divorced	392,704
OCCUPIED HOUSING UNITS - 1980	2,766,844
Owner Occupied	1,620,679
Renter Occupied	1,146,165
SIZE OF HOUSEHOLDS - 1980	
Total Occupied Housing Units	2,766,844
1 Person Unit	664,692
2 Person Unit	788,696
3 Person Unit	468,135
4 Person Unit	421,297
5 Person Unit	229,400
6 Person Unit or More	194,624
Persons Per Household	2.82
EFFECTIVE BUYING INCOME - 1982	
Total Households	2,834,000*
$0 - $9,999	461,528
$10,000 - $19,999	545,489
$20,000 - $24,999	291,884
$25,000 - $34,999	597,012
$35,000 - $49,999	586,830
$50,000 and Over	351,257
Average Household Effective Buying Income	$29,695
TOTAL EMPLOYMENT - 1980	
(Persons 16 Years and Over)	3,589,548
Agriculture, Forestry, Fisheries, Mining	26,891
Construction	155,935
Manufacturing - Nondurable Goods	312,846
Manufacturing - Durable Goods	676,795
Transportation	205,321
Communications, Other Public Utilities	92,681
Wholesale Trade	175,334
Retail Trade	572,471
Finance, Insurance, Real Estate	264,925
Business and Repair Services	173,009
Personal, Entertainment, Recreation Services	113,032
Health Services	261,532
Educational Services	258,615
Other Professional & Related Services	157,593
Public Administration	142,568

(Continued)

Selected Demographic Statistics

CHICAGO-GARY-LAKE COUNTY
CONSOLIDATED METROPOLITAN STATISTICAL AREA

(Continued)

TOTAL RETAIL SALES (000) - 1982		$37,964,748
Total Food Stores (000)		8,573,611
Supermarkets (000)	8,036,064	
Eating and Drinking Places (000)		4,186,165
General Merchandise Stores (000)		5,143,033
Department Stores (000)	4,660,751	
Apparel and Accessories Stores (000)		2,228,610
Furniture/Home Furnishings/Appliance Stores (000)		1,570,289
Furniture and Home Furnishings Only (000)	954,971	
Automotive Dealers (000)		5,261,893
Gasoline Service Stations (000)		3,344,897
Building Materials and Hardware Dealers (000)		1,361,525
Drug Stores (000)		1,624,635
Other (000)		4,670,090

PROJECTIONS - 1988 - 1993

Population - 1988	8,149,400
Population - 1993	8,315,600
Households - 1988	3,067,600
Households - 1993	3,271,300
Average Household Effective Buying Income - 1988	$57,537
Average Household Effective Buying Income - 1993	$94,106
Total Retail Sales (000) - 1988	$ 76,155,347
Total Retail Sales (000) - 1993	$131,061,453
Total Retail Sales per Household - 1988	$24,826
Total Retail Sales per Household - 1993	$40,064

* Sales Management Estimate.

SOURCES: U.S. Census - 1980;
Sales Management - 1983 Survey of Buying Power Estimates;
Sales Management - 1983 Survey of Buying Power Forecasting Service.

Business Statistics

NORTHEASTERN ILLINOIS COUNTIES AREA*
AND GARY-HAMMOND, IN PMSA

- 1982 -

Gross Metropolitan Product	$ 127,100,000,000
Personal Income	$ 103,400,000,000
Wages and Salaries Received	$ 67,800,000,000
Bank Clearings	$ 275,449,000,000
Retail Sales	$ 38,300,000,000
Chicago Manufactured Products (gross sales)	$ 101,331,000,000
Primary Metals	$ 13,300,000,000
Electrical Machinery	$ 12,610,000,000
Non-Electrical Machinery	$ 12,400,000,000
Food and Kindred Products	$ 12,001,000,000
Fabricated Metal Products	$ 9,248,000,000
Chemicals and Allied Products	$ 7,872,000,000
Petroleum and Coal Products	$ 7,570,000,000
Printing and Publishing	$ 6,728,000,000
Transportation Equipment	$ 4,644,000,000
Instruments and Related Products	$ 3,631,000,000
Paper and Allied Products	$ 2,777,000,000
Rubber and Plastic Products	$ 1,919,000,000
Stone, Clay and Glass Products	$ 1,612,000,000
Apparel and Related Products	$ 1,283,000,000
Furniture and Fixtures	$ 1,135,000,000
Lumber and Wood Products	$ 556,000,000
Leather and Leather Products	$ 237,000,000
Miscellaneous Manufacturing	$ 1,808,000,000
Index of Industrial Activity (1972=100.0)	93.1
Electric Power Sales (kwhr)	64,176,000,000
Steel Production (net ingot tons)	18,406,000
Industrial Building and Land Investment	$ 328,000,000
Air Passengers (arriving and departing)	38,700,000
Scheduled Plane Movements	556,682
Air Freight and Express (lbs.)	1,226,000,000

* Formally Chicago SMSA.

SOURCE: Chicago Association of Commerce and Industry.

CHICAGO AREA OF DOMINANT INFLUENCE

The Area of Dominant Influence (ADI) is a geographic market design which defines each television market exclusive of another based on measurable viewing patterns. The ADI is an area that consists of all counties in which the television stations in the home market receive the majority of viewer preference. Each county in the United States is assigned to one ADI exclusively. There is no overlap. All counties within the United States (Alaska and Hawaii excluded) are assigned to ADI's annually.

The Chicago ADI includes the Chicago-Gary-Lake County CMSA plus five additional counties in Illinois and three in Indiana. The population of the Chicago ADI is greater than the population in all but eight of the United States. There are only eight states in the United States where retail sales are greater than in the Chicago ADI. The Chicago ADI includes both the richest farm lands and heaviest industrial concentrations of any ADI in the United States.

Counties	Population
Cook, IL	5,165,200
DuPage, IL	705,900
Kane, IL	286,700
Lake, IL	457,900
McHenry, IL	158,000
Will, IL	345,400
NICA	7,119,100
Lake, IN	512,900
C & RTZ	7,632,000
Grundy, IL	31,700
Kendall, IL	40,200
Porter, IN	128,800
Kenosha, WI	124,100
CMSA	7,956,800
DeKalb, IL	75,000
Iroquois, IL	32,900
Kankakee, IL	104,900
LaSalle, IL	111,700
Livingston, IL	41,800
Jasper, IN	27,700
LaPorte, IN	109,100
Newton, IN	15,700
Chicago ADI	8,475,600

SOURCES: Sales Management - 1983 Survey of Buying Power Estimates;
Arbitron - American Research Bureau.

Selected Demographic Statistics

CHICAGO AREA OF DOMINANT INFLUENCE

TOTAL POPULATION - 1980	8,450,880
Male	4,099,252
Female	4,351,628
Under 18	2,439,832
18-34	2,502,209
35-54	1,851,453
55-64	811,143
65 and Over	846,243
MARITAL STATUS - 1980	
Total Population 15 Years and Older	6,486,176
Single	1,895,262
Now Married except Separated	3,510,515
Separated	165,752
Widowed	499,207
Divorced	415,440
OCCUPIED HOUSING UNITS - 1980	2,943,986
Owner Occupied	1,744,905
Renter Occupied	1,199,081
SIZE OF HOUSEHOLDS - 1980	
Total Occupied Housing Units	2,943,986
1 Person Unit	703,679
2 Person Unit	844,518
3 Person Unit	498,454
4 Person Unit	449,418
5 Person Unit	243,754
6 Person Unit or More	204,163
Persons per Household	2.81
EFFECTIVE BUYING INCOME - 1982	
Total Households	3,018,500*
$0 - $9,999	495,034
$10,000 - $19,999	590,144
$20,000 - $24,999	316,102
$25,000 - $34,999	639,222
$35,000 - $49,999	615,619
$50,000 and Over	362,379
Average Household Effective Buying Income	$29,415
TOTAL EMPLOYMENT - 1980	
(Persons 16 Years and Over)	3,809,720
Agriculture, Forestry, Fisheries, Mining	39,940
Construction	168,007
Manufacturing - Nondurable Goods	331,472
Manufacturing - Durable Goods	722,557
Transportation	214,356
Communications, Other Public Utilities	98,300
Wholesale Trade	183,509
Retail Trade	608,198
Finance, Insurance, Real Estate	273,234
Business and Repair Services	178,487
Personal, Entertainment, Recreation Services	120,210
Health Services	278,743
Educational Services	279,510
Other Professional & Related Services	163,640
Public Administration	149,557

(Continued)

Selected Demographic Statistics

CHICAGO AREA OF DOMINANT INFLUENCE

(Continued)

TOTAL RETAIL SALES (000) - 1982		$40,206,869
Total Food Stores (000)		9,116,069
Supermarkets (000)	8,549,123	
Eating and Drinking Places (000)		4,423,948
General Merchandise Stores (000)		5,403,962
Department Stores (000)	4,860,385	
Apparel and Accessories Stores (000)		2,311,759
Furniture/Home Furnishings/Appliance Stores (000)		1,654,663
Furniture and Home Furnishings Only (000)	1,002,094	
Automotive Dealers (000)		5,604,477
Gasoline Service Stations (000)		3,611,057
Building Materials and Hardware Dealers (000)		1,518,879
Drug Stores (000)		1,714,397
Other (000)		4,847,658

PROJECTIONS - 1988 - 1993

Population - 1988	8,688,300
Population - 1993	8,871,900
Households - 1988	3,272,100
Households - 1993	3,493,800
Average Household Effective Buying Income - 1988	$57,067
Average Household Effective Buying Income - 1993	$93,472
Total Retail Sales (000) - 1988	$ 80,837,726
Total Retail Sales (000) - 1993	$139,433,826
Total Retail Sales per Household - 1988	$24,705
Total Retail Sales per Household - 1993	$39,909

* Sales Management Estimate.

SOURCES: U.S. Census - 1980;
Sales Management - 1983 Survey of Buying Power Estimates;
Sales Management - 1983 Survey of Buying Power Forecasting Service.

Section Two:

MEASURING THE MARKET

POPULATION - CMSA'S AND COMPONENT CITIES

POPULATION - LEADING MSA'S AND CITIES

SIZE AND ECONOMIC MEASURES - CHICAGO, SUBURBAN AND ADI AREAS

MARRIAGES, BIRTHS AND DEATHS

NEW CAR SALES

RESIDENTIAL BUILDING PERMITS

RESIDENTIAL BUILDING PERMITS - SELECTED CHICAGO AND SUBURBAN AREAS

MEDIAN HOME VALUE AND MEDIAN CONTRACT RENT - CHICAGO, SUBURBAN AND ADI AREAS

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME - LEADING MSA'S

METEOROLOGICAL DATA FOR A TYPICAL CHICAGO YEAR

RETAIL ESTABLISHMENTS, NICA COMMUNITIES 25,000 OR MORE POPULATION

RETAIL SALES, NICA COMMUNITIES 25,000 OR MORE POPULATION

RETAIL SALES, COOK COUNTY VS. NICA

RETAIL SALES, NICA VS. STATE OF ILLINOIS

TOP TWO MARKETS COMPARED

CHICAGO FOOD STORE SALES COMPARED WITH TOTAL SALES IN OTHER MAJOR AREAS

CONSUMER PRICE INDEXES FOR ALL URBAN CONSUMERS, CHICAGO AND U.S. CITY AVERAGES COMPARED

FOOD COST AS PART OF FAMILY BUDGET

FOOD PRODUCERS PRICE INDEXES

COMPARISON OF FOOD PRICE CHANGES BY PRODUCTS AND CITIES

CHICAGO PRICE TRENDS

SUBURBAN NICA, CHICAGO-GARY-LAKE COUNTY CMSA, AND CHICAGO ADI ZIP CODES

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

(Showing PMSA components and distribution of population within, and outside of, central cities.)

Rank	C.M.S.A. Name	C.M.S.A. Total Population	P.M.S.A. Components Name	P.M.S.A. Components Total Population	Central Cities Name	Central Cities Population	Outside Central Cities Population
1	New York - Northern New Jersey - Long Island, NY - NJ - CT	17,452,100	New York, NY	8,118,300	Total	8,275,200	9,176,900
			Nassau - Suffolk, NY	2,637,400	New York, NY	(6,898,000)	
			Newark, NJ	1,864,600	Newark, NJ	(318,100)	
			Bergen - Passaic, NJ	1,277,800	Jersey City, NJ	(215,500)	
			Monmouth - Ocean, NJ	898,000	Bridgeport, CT	(140,400)	
			Middlesex - Somerset - Hunterdon, NJ	895,700	Paterson, NJ	(136,800)	
			Jersey City, NJ	544,500	Elizabeth, NJ	(104,100)	
			Bridgeport - Milford, CT	441,800	Stamford, CT	(101,800)	
			Orange County, NY	274,000	Norwalk, CT	(78,100)	
			Stamford, CT	200,300	Danbury, CT	(62,300)	
			Danbury, CT	172,100	Milford, CT	(51,100)	
			Norwalk, CT	127,600	White Plains, NY	(46,700)	
					Hoboken, NJ	(41,900)	
					New Brunswick, NJ	(41,400)	
					Perth Amboy, NJ	(39,000)	
2	Los Angeles - Anaheim - Riverside, CA	12,016,100	Los Angeles - Long Beach, CA	7,642,900	Total	4,693,400	7,322,700
			Anaheim - Santa Ana, CA	2,089,600	Los Angeles, CA	(3,033,600)	
			Riverside - San Bernardino, CA	1,705,500	Long Beach, CA	(365,100)	
			Oxnard - Ventura, CA	578,100	Anaheim, CA	(233,000)	
					Santa Ana, CA	(220,600)	
					Riverside, CA	(176,400)	
					San Bernardino, CA	(123,400)	
					Oxnard, CA	(121,000)	
					Pasadena, CA	(120,900)	
					Pomona, CA	(98,800)	
					Burbank, CA	(84,400)	
					San Buenaventura, CA	(80,200)	
					Palm Springs, CA	(36,000)	

3	Chicago - Gary - Lake County, IL - IN - WI	7,956,800	Chicago, IL	6,029,100	Total	3,734,700	4,222,100
			Gary - Hammond, IN	641,700	Chicago, IL	(2,937,400)	
			Lake County, IL	457,900	Gary, IN	(147,100)	
			Joliet, IL	377,100	Hammond, IN	(90,900)	
			Aurora - Elgin, IL	326,900	Aurora, IL	(83,400)	
			Kenosha, WI	124,100	Joliet, IL	(78,600)	
					Kenosha, WI	(77,800)	
					Evanston, IL	(72,300)	
					Waukegan, IL	(69,000)	
					Elgin, IL	(66,100)	
					East Chicago, IN	(38,300)	
					North Chicago, IL	(37,600)	
					Chicago Heights, IL	(36,200)	
4	Philadelphia - Wilmington Trenton, PA - NJ - DE - MD	5,659,700	Philadelphia, PA - NJ	4,685,900	Total	1,982,900	3,676,800
			Wilmington, DE - NJ - MD	529,200	Philadelphia, PA	(1,608,200)	
			Trenton, NJ	308,700	Trenton, NJ	(89,900)	
			Vineland - Millville - Bridgeton, NJ	135,900	Camden, NJ	(81,900)	
					Wilmington, DE	(68,700)	
					Vineland, NJ	(54,800)	
					Norristown, PA	(35,100)	
					Millville, NJ	(25,800)	
					Bridgeton, NJ	(18,500)	
5	San Francisco - Oakland - San Jose, CA	5,585,800	Oakland, CA	1,813,500	Total	2,274,300	3,311,500
			San Francisco, CA	1,499,500	San Jose, CA	(675,000)	
			San Jose, CA	1,371,300	San Francisco, CA	(671,500)	
			Vallejo - Fairfield - Napa, CA	363,700	Oakland, CA	(340,000)	
			Santa Rosa - Petaluma, CA	329,700	Berkeley, CA	(103,000)	
			Santa Cruz, CA	208,100	Santa Rosa, CA	(94,100)	
					Vallejo, CA	(86,300)	
					Fairfield, CA	(63,900)	
					Napa, CA	(55,000)	
					Palo Alto, CA	(54,800)	
					Livermore, CA	(49,500)	
					Santa Cruz, CA	(44,400)	
					Petaluma, CA	(36,800)	

Rank	C.M.S.A. Name	C.M.S.A. Total Population	P.M.S.A. COMPONENTS Name	P.M.S.A. COMPONENTS Total Population	CENTRAL CITIES Name	CENTRAL CITIES Population	Outside Central Cities Population
6	Detroit - Ann Arbor, MI	4,690,100	Detroit, MI	4,419,800	Total	1,434,800	3,255,300
			Ann Arbor, MI	270,300	Detroit, MI	(1,130,200)	
					Ann Arbor, MI	(109,500)	
					Dearborn, MI	(87,000)	
					Pontiac, MI	(74,100)	
					Port Huron, MI	(34,000)	
7	Boston - Lawrence - Salem, MA - NH	3,979,500	Boston, MA	2,789,600	Total	1,276,100	2,703,400
			Lawrence - Haverhill, MA - NH	346,000	Boston, MA	(542,500)	
			Salem - Gloucester, MA	258,900	Brockton, MA	(98,000)	
			Lowell, MA - NH	242,300	Cambridge, MA	(94,600)	
			Brockton, MA	192,500	Lowell, MA	(92,500)	
			Nashua, NH	150,200	Lynn, MA	(76,700)	
					Nashua, NH	(71,900)	
					Framington, MA	(65,800)	
					Lawrence, MA	(62,900)	
					Waltham, MA	(57,600)	
					Haverhill, MA	(47,500)	
					Salem, MA	(38,100)	
					Gloucester, MA	(28,000)	
8	Houston - Galveston - Brazoria, TX	3,424,300	Houston, TX	3,028,000	Total	1,909,300	1,515,000
			Galveston - Texas City, TX	205,400	Houston, TX	(1,741,200)	
			Brazoria, TX	190,900	Galveston, TX	(63,400)	
					Baytown, TX	(61,600)	
					Texas City, TX	(43,100)	
9	Dallas - Fort Worth, TX	3,130,600	Dallas, TX	2,090,800	Total	1,669,300	1,461,300
			Fort Worth - Arlington, TX	1,039,800	Dallas, TX	(927,500)	
					Fort Worth, TX	(387,900)	
					Arlington, TX	(184,500)	
					Irving, TX	(113,600)	
					Denton, TX	(55,800)	

10	Miami - Fort Lauderdale, FL	2,875,600	Miami - Hialeah, FL	1,768,000	Total	1,009,900	1,865,700
			Fort Lauderdale - Hollywood - Pompano Beach, FL	1,107,600	Miami, FL	(401,900)	
					Hialeah, FL	(174,400)	
					Fort Lauderdale, FL	(154,300)	
					Hollywood, FL	(122,400)	
					Miami Beach, FL	(98,300)	
					Pompano Beach, FL	(58,600)	
11	Cleveland - Akron - Lorain, OH	2,786,200	Cleveland, OH	1,852,600	Total	957,900	1,828,300
			Akron, OH	654,100	Cleveland, OH	(537,600)	
			Lorain - Elyria, OH	279,500	Akron, OH	(229,800)	
					Lorain, OH	(75,200)	
					Elyria, OH	(58,900)	
					Barberton, OH	(29,600)	
					Kent, OH	(26,800)	
12	Pittsburgh - Beaver Valley, PA	2,385,000	Pittsburgh, PA	2,181,900	Total	437,400	1,947,600
			Beaver County, PA	203,100	Pittsburgh, PA	(407,100)	
					McKeesport, PA	(30,300)	
13	St. Louis - East St. Louis - Alton, MO - IL	2,372,100	St. Louis, MO - IL	1,809,600	Total	624,300	1,747,800
			East St. Louis - Belleville, IL	295,800	St. Louis, MO	(419,400)	
			Alton - Granite City, IL	266,700	East St. Louis, IL	(52,000)	
					Belleville, IL	(41,600)	
					St. Charles, MO	(41,400)	
					Granite City, IL	(35,900)	
					Alton, IL	(34,000)	
14	Seattle - Tacoma, WA	2,163,900	Seattle, WA	1,656,100	Total	735,900	1,428,000
			Tacoma, WA	507,800	Seattle, WA	(491,200)	
					Tacoma, WA	(161,600)	
					Everett, WA	(54,700)	
					Auburn, WA	(28,400)	

Rank	C.M.S.A. Name	C.M.S.A. Total Population	P.M.S.A. COMPONENTS Name	P.M.S.A. COMPONENTS Total Population	CENTRAL CITIES Name	CENTRAL CITIES Population	Outside Central Cities Population
15	Denver - Boulder, CO	1,741,800	Denver, CO	1,535,600	Total	617,100	1,124,700
			Boulder - Longmont, CO	206,200	Denver, CO	(489,000)	
					Boulder, CO	(80,200)	
					Longmont, CO	(47,900)	
16	Cincinnati - Hamilton, OH - KY - IN	1,674,000	Cincinnati, OH - KY - IN	1,406,600	Total	479,400	1,194,600
			Hamilton - Middletown, OH	267,400	Cincinnati, OH	(373,000)	
					Hamilton, OH	(63,100)	
					Middletown, OH	(43,300)	
17	Milwaukee - Racine, WI	1,575,800	Milwaukee, WI	1,401,700	Total	760,300	815,500
			Racine, WI	174,100	Milwaukee, WI	(622,700)	
					Racine, WI	(84,800)	
					Waukesha, WI	(52,800)	
18	Kansas City, MO - Kansas City, KS	1,448,800	Kansas City, MO	917,400	Total	668,400	780,400
			Kansas City, KS	531,400	Kansas City, MO	(436,200)	
					Kansas City, KS	(158,300)	
					Olathe, KS	(39,500)	
					Leavenworth, KS	(34,400)	
19	Portland - Vancouver, OR - WA	1,341,100	Portland, OR	1,135,500	Total	408,600	932,500
			Vancouver, WA	205,600	Portland, OR	(365,200)	
					Vancouver, WA	(43,400)	
20	Buffalo - Niagara Falls, NY	1,221,600	Buffalo, NY	994,700	Total	409,900	811,700
			Niagara Falls, NY	226,900	Buffalo, NY	(340,500)	
					Niagara Falls, NY	(69,400)	
21	Providence - Pawtucket - Fall River, RI - MA	1,095,700	Providence, RI	625,900	Total	401,200	694,500
			Pawtucket - Woonsocket - Attleboro, RI - MA	309,600	Providence, RI	(155,800)	
			Fall River, MA - RI	160,200	Fall River, MA	(92,900)	
					Pawtucket, RI	(70,800)	

					Woonsocket, RI	(46,300)	
					Attleboro, MA	(35,400)	
22	Hartford - New Britain - Middletown, CT	1,017,400	Hartford, CT	717,500	Total	302,000	715,400
			New Britain, CT	141,900	Hartford, CT	(132,700)	
			Middletown, CT	84,100	New Britain, CT	(72,300)	
			Bristol, CT	73,900	Bristol, CT	(58,000)	
					Middletown, CT	(39,000)	

Sources: United States Office of Management and Budget;
U.S. Census, 1980;
Sales Management - 1983 Survey of Buying Power Estimates.

METROPOLITAN STATISTICAL AREAS WITH POPULATIONS OF 1,000,000 OR MORE

(Showing distribution of population within, and outside of, central cities.)

	M.S.A.		Central Cities		Outside Central Cities Population
Rank	Name	Total Population	Name	Population	
1	New York, NY	8,118,300	Total	6,944,700	1,173,600
			New York, NY	(6,898,000)	
			White Plains, NY	(46,700)	
2	Los Angeles - Long Beach, CA	7,642,900	Total	3,702,800	3,940,100
			Los Angeles, CA	(3,033,600)	
			Long Beach, CA	(365,100)	
			Pasadena, CA	(120,900)	
			Pomona, CA	(98,800)	
			Burbank, CA	(84,400)	
3	Chicago, IL	6,029,100	Total	3,045,900	2,983,200
			Chicago, IL	(2,937,400)	
			Evanston, IL	(72,300)	
			Chicago Heights, IL	(36,200)	
4	Philadelphia, PA - NJ	4,685,900	Total	1,725,200	2,960,700
			Philadelphia, PA	(1,608,200)	
			Camden, NJ	(81,900)	
			Norristown, PA	(35,100)	
5	Detroit, MI	4,419,800	Total	1,325,300	3,094,500
			Detroit, MI	(1,130,200)	
			Dearborn, MI	(87,000)	
			Pontiac, MI	(74,100)	
			Port Huron, MI	(34,000)	
6	Washington, DC - MD - VA	3,316,100	Total	792,200	2,523,900
			Washington, DC	(613,000)	

			Arlington, VA	(149,000)	
			Frederick, MD	(30,200)	
7	Houston, TX	3,028,000	Total	1,802,800	1,225,200
			Houston, TX	(1,741,200)	
			Baytown, TX	(61,600)	
8	Boston, MA	2,789,600	Total	837,200	1,952,400
			Boston, MA	(542,500)	
			Cambridge, MA	(94,600)	
			Lynn, MA	(76,700)	
			Framingham, MA	(65,800)	
			Waltham, MA	(57,600)	
9	Nassau - Suffolk, NY	2,637,400			2,637,400
10	Atlanta, GA	2,262,400	Total	448,900	1,813,500
			Atlanta, GA	(415,000)	
			Marietta, GA	(33,900)	
11	Baltimore, MD	2,223,800	Total	788,700	1,435,100
			Baltimore, MD	(755,300)	
			Annapolis, MD	(33,400)	
12	Minneapolis - St. Paul, MN - WI	2,193,600	Total	709,200	1,484,400
			Minneapolis, MN	(362,400)	
			St. Paul, MN	(265,300)	
			Bloomington, MN	(81,500)	
13	Pittsburgh, PA	2,181,900	Total	437,400	1,744,500
			Pittsburgh, PA	(407,100)	
			McKeesport, PA	(30,300)	
14	Dallas, TX	2,090,800	Total	1,096,900	993,900
			Dallas, TX	(927,500)	
			Irving, TX	(113,600)	
			Denton, TX	(55,800)	

Rank	M.S.A. Name	M.S.A. Total Population	Central Cities Name	Central Cities Population	Outside Central Cities Population
15	Anaheim - Santa Ana, CA	2,089,600	Total	453,600	1,636,000
			Anaheim, CA	(233,000)	
			Santa Ana, CA	(220,600)	
16	San Diego, CA	1,996,400	Total	995,400	1,001,000
			San Diego, CA	(925,600)	
			Escondido, CA	(69,800)	
17	Newark, NJ	1,864,600	Total	422,200	1,442,400
			Newark, NJ	(318,100)	
			Elizabeth, NJ	(104,100)	
18	Cleveland, OH	1,852,600	Cleveland, OH	537,600	1,315,000
19	Oakland, CA	1,813,500	Total	492,500	1,321,000
			Oakland, CA	(340,000)	
			Berkeley, CA	(103,000)	
			Livermore, CA	(49,500)	
20	St. Louis, MO - IL	1,809,600	Total	460,800	1,348,800
			St. Louis, MO	(419,400)	
			St. Charles, MO	(41,400)	
21	Miami - Hialeah, FL	1,768,000	Total	674,600	1,093,400
			Miami, FL	(401,900)	
			Hialeah, FL	(174,400)	
			Miami Beach, FL	(98,300)	
22	Tampa - St. Petersburg - Clearwater, FL	1,742,900	Total	611,100	1,131,800
			Tampa, FL	(273,200)	
			St. Petersburg, FL	(242,800)	
			Clearwater, FL	(95,100)	

23	Riverside - San Bernardino, CA	1,705,500	Total	335,800	1,369,700
			Riverside, CA	(176,400)	
			San Bernardino, CA	(123,400)	
			Palm Springs, CA	(36,000)	
24	Seattle, WA	1,656,100	Total	574,300	1,081,800
			Seattle, WA	(491,200)	
			Everett, WA	(54,700)	
			Auburn, WA	(28,400)	
25	Phoenix, AZ	1,652,800	Total	1,238,500	414,300
			Phoenix, AZ	(836,500)	
			Mesa, AZ	(180,500)	
			Tempe, AZ	(124,800)	
			Scottsdale, AZ	(96,700)	
26	Denver, CO	1,535,600	Denver, CO	489,000	1,046,600
27	San Francisco, CA	1,499,500	San Francisco, CA	671,500	828,000
28	Cincinnati, OH - KY - IN	1,406,600	Cincinnati, OH	373,300	1,033,300
29	Milwaukee, WI	1,401,700	Total	675,500	726,200
			Milwaukee, WI	(622,700)	
			Waukesha, WI	(52,800)	
30	San Jose, CA	1,371,300	Total	729,800	641,500
			San Jose, CA	(675,000)	
			Palo Alto, CA	(54,800)	
31	New Orleans, LA	1,304,900	Total	588,800	716,100
			New Orleans, LA	(558,600)	
			Slidell, LA	(30,200)	
32	Bergen - Passaic, NJ	1,277,800	Paterson, NJ	136,800	1,141,000
33	Columbus, OH	1,269,800	Total	649,600	620,200
			Columbus, OH	(570,800)	
			Newark, OH	(41,500)	
			Lancaster, OH	(37,300)	

Rank	M.S.A. Name	M.S.A. Total Population	Central Cities Name	Central Cities Population	Outside Central Cities Population
34	Norfolk - Virginia Beach - Newport News, VA	1,195,900	Total	970,300	225,600
			Virginia Beach, VA	(290,200)	
			Norfolk, VA	(256,500)	
			Newport News, VA	(148,400)	
			Hampton, VA	(124,600)	
			Portsmouth, VA	(102,600)	
			Suffolk, VA	(48,000)	
35	Sacramento, CA	1,185,900	Total	358,200	827,700
			Sacramento, CA	(287,600)	
			Davis, CA	(38,700)	
			Woodland, CA	(31,900)	
36	Indianapolis, IN	1,179,200	Indianapolis, IN	691,400	487,800
37	Portland, OR	1,135,500	Portland, OR	365,200	770,300
38	San Antonio, TX	1,130,100	San Antonio, TX	825,800	304,300
39	Fort Lauderdale - Hollywood - Pompano Beach, FL	1,107,600	Total	335,300	772,300
			Fort Lauderdale, FL	(154,300)	
			Hollywood, FL	(122,400)	
			Pompano Beach, FL	(58,600)	
40	Fort Worth - Arlington, TX	1,039,800	Total	572,400	467,400
			Fort Worth, TX	(387,900)	
			Arlington, TX	(184,500)	

41	Charlotte - Gastonia - Rock Hill, NC - SC	1,004,200	Total	422,500	581,700
			Charlotte, NC	(338,900)	
			Gastonia, NC	(47,600)	
			Rock Hill, SC	(36,000)	

* No Central City Present Under Office of Management and Budget Definitions.

SOURCES: United States Office of Management and Budget;
U.S. Census - 1980;
Sales Management - 1983 Survey of Buying Power Estimates.

SIZE AND INCOME
OF THE 77 CHICAGO COMMUNITY AREAS

Showing population, number of households, and median household income, . . . with Community Areas ranked, in descending order, for each measure.

Community Area Number	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
1	21	55,525	10	26,299	51	$ 13,904
2	14	61,129	11	25,004	20	20,483
3	10	64,414	9	28,211	63	10,774
4	31	43,954	19	18,663	43	15,766
5	40	35,161	35	14,030	44	15,683
6	2	97,519	1	51,977	41	$ 15,890
7	19	57,146	5	31,654	34	18,122
8	8	67,167	3	36,377	29	18,601
9	68	12,457	66	4,698	6	23,400
10	33	40,585	30	14,917	5	23,755
11	50	24,583	47	9,960	19	$ 20,854
12	60	18,991	57	6,813	1	28,207
13	62	15,273	62	5,408	12	21,823
14	27	46,075	28	16,285	38	16,521
15	17	57,349	12	22,808	28	18,733
16	24	49,489	15	20,593	37	$ 16,620
17	36	37,860	36	13,889	18	20,981
18	71	10,793	70	4,126	24	19,712
19	23	53,371	14	21,083	32	18,257
20	58	19,547	56	7,053	39	16,412
21	42	33,527	37	13,222	46	$ 15,306
22	4	84,768	7	29,477	55	13,042
23	7	70,879	13	21,396	58	12,223
24	3	96,428	4	32,122	62	10,970
25	1	138,026	2	41,617	50	14,496
26	41	33,865	50	9,140	65	$ 9,654
27	44	31,580	48	9,771	70	7,979
28	18	57,305	20	18,340	75	6,079
29	13	61,534	24	17,185	68	9,095
30	6	75,204	17	19,334	48	14,856
31	29	44,951	38	12,964	57	$ 12,433
32	75	6,462	71	3,862	61	11,692
33	74	7,243	75	2,421	74	6,084
34	67	12,475	67	4,453	64	10,274
35	39	35,700	33	14,353	69	8,673
36	61	16,748	63	4,874	77	$ 4,690
37	76	5,832	76	1,912	71	7,762
38	22	53,741	18	18,694	76	5,425
39	54	21,974	45	10,034	59	12,215
40	43	31,935	44	10,986	73	6,591

SIZE AND INCOME
OF THE 77 CHICAGO COMMUNITY AREAS (Continued)

Community Area Number	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
41	45	31,198	32	14,458	47	$ 15,165
42	38	36,323	34	14,075	72	7,526
43	5	77,743	6	31,367	53	13,646
44	32	40,725	27	16,418	45	15,611
45	63	13,792	68	4,223	15	21,274
46	26	46,422	31	14,471	35	$ 17,444
47	77	3,942	77	1,039	23	19,931
48	56	20,505	59	6,194	4	24,791
49	11	64,372	21	18,113	31	18,540
50	72	10,341	74	3,367	27	18,942
51	59	19,400	60	5,627	26	$ 19,691
52	55	21,331	55	7,458	14	21,645
53	30	44,904	42	11,745	22	20,088
54	64	13,539	73	3,395	66	9,182
55	69	11,572	69	4,127	11	21,854
56	35	37,935	40	12,619	7	$ 22,200
57	73	9,708	72	3,710	25	19,692
58	47	30,770	41	12,193	42	15,821
59	65	13,248	64	4,867	40	16,120
60	46	30,923	43	11,336	49	14,633
61	20	55,860	25	17,010	56	$ 12,814
62	66	12,797	65	4,863	21	20,347
63	51	24,415	49	9,303	33	18,126
64	53	22,584	53	8,043	9	22,006
65	49	24,748	51	8,992	8	22,167
66	25	46,568	23	17,600	36	$ 17,095
67	12	62,069	29	15,857	54	13,248
68	15	59,075	22	17,739	67	9,164
69	28	45,218	26	16,932	60	11,912
70	34	40,477	39	12,754	3	25,591
71	9	65,132	16	19,350	30	$ 18,594
72	52	23,360	54	7,750	2	25,830
73	37	36,453	45	10,034	13	21,713
74	57	20,084	58	6,705	10	21,996
75	48	29,315	52	8,866	16	21,229
76	70	11,068	61	5,502	17	$ 21,145
77	16	58,561	8	29,302	52	13,822

SOURCE: U.S. Census - 1980.

SIZE AND INCOME OF THE 275 SUBURBAN PLACES WITHIN THE NICA*

Showing population, number of households, and median household income . . . with towns ranked, in descending order, for each measure.

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Addison	32	29,759	32	9,655	133	$ 24,957
Algonquin	148	5,834	159	1,853	88	27,234
Alsip	68	17,134	68	6,036	156	23,212
Antioch	170	4,419	169	1,514	213	20,843
Arbury Hills (C)	223	1,667	233	418	158	23,125
Arlington Hts.	5	66,116	9	22,180	56	$ 30,205
Aurora	1	81,293	2	27,668	226	20,193
Bannockburn	237	1,316	261	180	2	60,335
Barrington	126	9,029	126	3,162	45	31,816
Barrington Hills	189	3,631	193	1,090	9	51,030
Bartlett	92	13,254	99	4,217	89	$ 27,150
Batavia	98	12,574	92	4,380	157	23,133
Bedford Park	249	988	245	329	151	23,704
Beecher	215	2,024	213	721	200	21,532
Bellwood	59	19,811	62	6,463	171	22,963
Bensenville	76	16,124	69	5,854	160	$ 23,102
Berkeley	154	5,467	157	1,882	107	26,124
Berwyn	14	46,849	11	19,831	256	17,992
Bloomingdale	97	12,659	104	3,977	65	28,891
Blue Island	56	21,855	40	8,506	267	16,974
Bolingbrook	24	37,261	25	10,969	95	$ 26,567
Braidwood	192	3,429	194	1,089	180	22,375
Bridgeview	86	14,155	86	4,658	187	22,041
Broadview	129	8,618	122	3,292	190	21,970
Brookfield	61	19,395	54	7,299	169	22,992
Buffalo Grove	55	22,230	56	7,001	53	$ 30,417
Bull Valley	263	509	265	149	32	36,680
Burbank	36	28,462	39	8,562	128	25,054
Burlington	265	442	264	155	257	17,917
Burnham	182	4,030	179	1,343	150	23,786
Burr Ridge	184	3,833	185	1,198	26	$ 37,798
Calumet City	19	39,697	15	15,655	197	21,654
Calumet Park	128	8,788	129	3,053	219	20,569
Carol Stream	78	15,472	70	5,835	203	21,353
Carpentersville	48	23,272	60	6,863	162	23,075
Cary	141	6,640	141	2,270	105	$ 26,175
Channahon	187	3,734	194	1,089	85	27,256
Channel Lake (C)	226	1,613	223	556	221	20,465
Chicago Hts.	25	37,026	23	11,980	245	18,585
Chicago Ridge	90	13,473	83	4,973	228	20,039
Cicero	7	61,232	4	24,212	268	$ 16,730
Clarendon Hills	137	6,870	138	2,489	52	30,440
Country Club Hills	83	14,676	100	4,204	87	27,239
Countryside	142	6,538	133	2,806	199	21,580
Crest Hill	122	9,252	115	3,560	244	18,772

* Northeastern Illinois Counties Area formally Chicago SMSA.

SIZE AND INCOME OF 275 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Crestwood	111	10,852	110	3,796	181	$ 22,324
Crete	157	5,417	160	1,815	81	27,599
Crystal Lake	62	18,590	64	6,191	111	26,021
Darien	84	14,536	88	4,475	47	31,415
Deer Park	233	1,368	235	407	20	40,549
Deerfield	67	17,430	79	5,360	23	$ 39,076
Des Plaines	11	53,568	13	18,779	120	25,470
Dixmoor	175	4,175	171	1,454	270	15,893
Dolton	43	24,766	44	8,287	118	25,506
Downers Grove	17	42,572	16	15,282	73	27,923
E. Chicago Hts.	158	5,347	187	1,178	275	$ 10,727
East Dundee	204	2,618	202	912	139	24,579
East Hazelcrest	235	1,362	228	484	188	22,000
Elburn	240	1,224	234	417	186	22,072
Elgin	6	63,798	6	23,463	233	19,747
Elk Grove Vlg.	34	28,907	35	9,363	71	$ 28,210
Elmhurst	15	44,276	17	14,722	79	27,613
Elmwood Park	44	24,016	34	9,429	204	21,335
Elwood	252	814	252	289	166	23,047
Evanston	3	73,706	1	27,907	196	21,715
Evergreen Park	54	22,260	51	7,567	153	$ 23,501
Flossmoor	130	8,423	135	2,693	19	43,114
Forest Lake (C)	244	1,148	239	394	142	24,449
Forest Park	81	15,177	50	7,569	255	17,995
Forest View	255	764	253	271	119	25,500
Fox Lake	138	6,831	132	2,846	269	$ 16,474
Fox Lake Hills (C)	210	2,199	216	665	112	26,003
Fox River Grove	205	2,515	200	932	205	21,267
Fox River Vly. Grdns.	262	520	262	171	115	25,682
Frankfort	172	4,357	182	1,256	61	$ 29,309
Franklin Park	65	17,507	67	6,126	173	22,888
Gages Lake (C)	185	3,814	189	1,170	106	26,170
Geneva	118	9,881	116	3,545	78	27,616
Gilberts	266	405	267	125	64	29,028
Glen Ellyn	46	23,649	41	8,444	60	$ 29,420
Glencoe	124	9,200	127	3,092	8	51,354
Glendale Hts.	51	23,163	53	7,411	117	25,581
Glenview	28	32,060	26	10,670	43	33,078
Glenwood	113	10,538	118	3,378	68	28,415
Godley	267	373	269	104	165	$ 23,068
Golf	264	482	263	157	18	44,731
Grass Lake (C)	211	2,191	211	752	161	23,097
Grayslake	160	5,260	155	1,908	189	21,971
Green Oaks	232	1,415	237	398	23	39,076
Gurnee	135	7,179	136	2,670	70	$ 28,371
Hainesville	272	187	273	49	143	24,375
Hampshire	221	1,735	219	584	215	20,802
Hanover Park	35	28,850	38	8,726	100	26,328
Harvard	162	5,126	153	1,930	260	17,871

SIZE AND INCOME OF 275 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Harvey	26	35,810	24	10,978	252	$ 18,033
Harwood Hts.	132	8,228	119	3,343	222	20,388
Hawthorn Woods	224	1,658	229	482	21	40,197
Hazel Crest	87	13,973	90	4,454	102	26,272
Hebron	254	786	251	293	262	17,798
Hickory Hills	88	13,778	89	4,468	123	$ 25,380
Highland Park	30	30,611	30	10,223	25	38,542
Highwood	155	5,452	148	1,979	251	18,079
Hillside	131	8,279	128	3,072	149	24,131
Hinsdale	71	16,726	72	5,748	35	35,394
Hodgkins	217	2,005	205	875	272	$ 15,810
Hoffman Estates	23	37,272	22	12,218	76	27,685
Holiday Hills	253	802	256	228	144	24,330
Hometown	159	5,324	152	1,938	238	19,411
Homewood	60	19,724	55	7,149	84	27,305
Huntley	225	1,646	222	563	134	$ 24,850
Indian Creek	270	236	271	68	44	33,055
Indian Head Pk.	196	2,915	190	1,168	36	35,168
Ingleside (C)	222	1,676	220	572	234	19,651
Inverness	180	4,046	191	1,152	5	52,530
Island Lake	207	2,293	209	771	185	$ 22,101
Itasca	136	7,129	139	2,337	86	27,247
Joliet	2	77,956	3	27,272	242	18,966
Justice	112	10,552	108	3,884	207	21,228
Kenilworth	202	2,708	207	822	1	64,150
Kildeer	227	1,609	231	442	6	$ 52,126
La Grange	79	15,445	78	5,507	80	27,609
La Grange Park	91	13,359	81	5,171	122	25,418
Lake Barrington	206	2,320	206	869	15	46,712
Lake Bluff	167	4,434	170	1,511	27	37,789
Lake Catherine (C)	236	1,335	227	494	211	$ 21,029
Lake Forest	80	15,245	84	4,821	17	$ 44,767
Lake-in-the-Hills	152	5,651	163	1,669	121	25,427
Lake Villa	230	1,462	225	497	212	20,967
Lake Zurich	133	8,225	137	2,592	66	28,809
Lakemoor	257	723	254	252	261	$ 17,829
Lakewood	239	1,254	241	384	28	37,637
Lansing	33	29,039	28	10,371	148	24,139
Lemont	153	5,640	151	1,948	206	21,266
Libertyville	74	16,520	80	5,307	46	31,815
Lincolnshire	176	4,151	186	1,185	4	$ 54,147
Lincolnwood	102	11,921	102	4,094	34	36,463
Lindenhurst	144	6,220	161	1,749	63	29,029
Lisle	89	13,625	82	5,090	108	26,123
Lockport	125	9,170	120	3,338	178	22,718
Lombard	22	37,295	21	12,981	113	$ 25,911
Long Grove	216	2,013	224	534	14	46,713
Long Lake (C)	209	2,201	212	733	237	19,432
Lynwood	174	4,195	177	1,374	137	24,662
Lyons	117	9,925	106	3,965	225	20,216

SIZE AND INCOME OF 275 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Manhattan	219	1,944	215	670	167	$ 23,038
Maple Park	259	637	257	216	263	17,692
Marengo	171	4,361	164	1,631	247	18,527
Markham	82	15,172	105	3,971	155	23,265
Matteson	115	10,223	125	3,203	77	27,667
Maywood	38	27,998	42	8,357	240	$ 19,199
McCook	269	303	266	135	230	20,000
McCullom Lake	250	947	248	318	259	17,875
McHenry	109	10,908	107	3,929	198	21,601
McHenry Shores	247	1,041	249	317	127	25,060
Melrose Park	57	20,735	45	7,982	243	$ 18,903
Merrionette Park	213	2,054	199	935	265	17,222
Mettawa	268	330	268	108	33	36,542
Midlothian	85	14,274	87	4,554	182	22,283
Minooka	228	1,565	226	495	91	27,073
Mokena	166	4,578	168	1,522	192	$ 21,842
Monee	248	993	242	371	216	20,673
Montgomery	193	3,369	183	1,240	192	21,842
Morton Grove	45	23,747	46	7,949	57	29,952
Mount Prospect	13	52,634	14	18,769	90	27,093
Mundelein	69	17,053	77	5,519	138	$ 24,610
Naperville	18	42,330	20	13,043	40	34,147
New Lenox	150	5,792	154	1,925	114	25,896
Niles	31	30,363	29	10,232	124	25,244
Norridge	75	16,483	74	5,668	145	24,325
North Aurora	161	5,205	156	1,897	183	$ 22,240
North Barrington	229	1,475	230	460	12	49,908
North Chicago	20	38,774	57	6,999	271	15,853
North Riverside	139	6,764	130	2,906	227	20,076
Northbrook	29	30,778	33	9,552	22	39,926
Northfield	149	5,807	146	2,033	38	$ 34,446
Northlake	101	12,166	98	4,227	184	22,233
Oak Brook	140	6,641	149	1,970	3	55,667
Oak Forest	41	26,096	49	7,708	93	26,812
Oak Lawn	8	60,590	10	20,725	146	24,202
Oak Park	10	54,887	7	22,511	217	$ 20,601
Oakbrook Terrace	208	2,285	192	1,124	176	22,785
Oakwood Hills	238	1,255	236	401	129	25,049
Old Mill Creek	275	84	275	30	116	25,625
Olympia Fields	178	4,146	184	1,218	7	51,360
Orland Park	52	23,045	58	6,963	59	$ 29,558
Palatine	27	32,166	27	10,628	54	30,396
Palos Heights	108	11,096	123	3,242	37	34,462
Palos Hills	73	16,654	75	5,607	97	26,476
Palos Park	194	3,150	198	990	39	34,426
Park City	188	3,673	165	1,626	249	$ 18,145
Park Forest	39	26,222	37	8,985	163	23,072
Park Forest So.	143	6,245	144	2,062	164	23,069
Park Ridge	21	38,704	19	13,275	49	31,056
Peotone	198	2,832	196	1,009	208	21,204

SIZE AND INCOME OF 275 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Phoenix	197	2,850	204	904	274	$ 13,445
Pingree Grove	273	183	272	63	230	20,000
Pistakee Highlands (C)	190	3,623	188	1,173	158	23,125
Plainfield	186	3,767	178	1,347	170	22,983
Posen	165	4,642	167	1,548	202	21,508
Prairie Grove	258	680	259	199	48	$ 31,408
Prospect Hts.	103	11,808	85	4,679	174	22,841
Richmond	246	1,068	240	388	223	20,333
Richton Park	120	9,403	121	3,314	147	24,194
River Forest	100	12,392	103	4,050	51	30,561
River Grove	114	10,368	95	4,254	236	$ 19,599
Riverdale	93	13,233	76	5,606	229	20,028
Riverside	123	9,236	117	3,535	67	28,566
Riverwoods	200	2,804	208	810	11	50,000
Robbins	127	8,853	140	2,310	273	14,826
Rockdale	220	1,913	214	713	250	$ 18,136
Rolling Meadows	58	20,167	59	6,905	130	25,045
Romeoville	77	15,519	109	3,838	125	25,226
Roselle	70	16,948	71	5,792	69	28,414
Rosemont	179	4,137	147	1,983	248	18,465
Round Lake	203	2,644	203	911	264	$ 17,259
Round Lake Beach	94	12,921	113	3,612	172	22,938
Round Lake Hts.	241	1,192	243	353	210	21,087
Round Lake Pk.	181	4,032	180	1,285	224	20,279
St. Charles	66	17,492	66	6,165	141	24,510
Sauk Village	110	10,906	131	2,847	135	$ 24,827
Schaumburg	12	53,305	12	19,488	101	26,273
Schiller Park	106	11,458	96	4,244	194	21,787
Shorewood	164	4,714	173	1,408	55	30,253
Skokie	9	60,278	8	22,314	83	27,402
Sleepy Hollow	218	2,000	218	604	29	$ 37,609
South Barrington	243	1,168	250	307	10	50,165
South Chicago Hts.	183	3,932	172	1,435	266	17,096
South Elgin	145	6,218	158	1,859	177	22,728
South Holland	42	24,977	52	7,506	62	29,214
Spring Grove	261	571	260	183	92	$ 26,923
Steger	121	9,269	124	3,235	253	18,011
Stickney	147	5,893	142	2,185	191	21,849
Stone Park	173	4,273	176	1,376	235	19,617
Streamwood	47	23,456	63	6,445	99	26,427
Sugar Grove	234	1,366	238	395	74	$ 27,844
Summit	116	10,110	114	3,568	254	18,007
Sunnyside	231	1,432	232	423	140	24,512
Symerton	274	120	274	35	214	20,833
Third Lake	271	222	270	75	103	26,250
Thornton	195	3,022	197	1,006	109	$ 26,085
Tinley Park	40	26,171	43	8,314	131	25,023
Tower Lakes	242	1,177	244	342	16	45,407
Union	260	622	258	203	239	19,271
Valley View	212	2,112	220	572	179	22,567

SIZE AND INCOME OF 275 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Venetian Village (C)	199	2,817	201	930	154	$ 23,333
Vernon Hills	119	9,827	111	3,667	98	26,432
Villa Park	50	23,185	47	7,900	132	24,962
Wadsworth	245	1,104	246	324	58	29,671
Warrenville	134	7,519	134	2,721	96	26,563
Wauconda	151	5,688	150	1,957	201	$ 21,523
Waukegan	4	67,653	5	24,134	241	19,091
Wayne	251	940	247	322	30	37,333
West Chicago	99	12,550	101	4,099	220	20,466
West Dundee	191	3,551	175	1,381	232	19,803
Westchester	64	17,730	65	6,170	75	$ 27,843
Western Springs	95	12,876	93	4,281	41	34,122
Westhaven	201	2,784	210	767	126	25,072
Westmont	72	16,718	61	6,703	175	22,824
Wheaton	16	43,043	18	14,379	72	27,996
Wheeling	49	23,266	36	9,038	152	$ 23,505
Wildwood (C)	214	2,034	217	626	94	26,605
Willow Springs	177	4,147	174	1,405	110	26,055
Willowbrook	163	4,953	145	2,047	50	30,648
Wilmette	37	28,229	31	9,725	31	37,014
Wilmington	168	4,424	166	1,576	209	$ 21,133
Winfield	169	4,422	181	1,263	42	33,816
Winnetka	96	12,772	94	4,260	13	49,053
Winthrop Harbor	156	5,438	162	1,733	136	24,743
Wonder Lake (C)	146	5,917	143	2,081	258	17,908
Wonder Lake (Inc.)	256	752	255	251	168	$ 23,029
Wood Dale	107	11,251	112	3,656	82	27,473
Woodridge	53	22,322	48	7,823	104	26,248
Woodstock	104	11,725	91	4,420	246	18,556
Worth	105	11,592	97	4,230	195	21,778
Zion	63	17,861	73	5,696	218	$ 20,593

(Inc.) - Incorporated
(C) - Census Designated Place

SOURCE: U.S. Census - 1980.

PROJECTED POPULATION AND HOUSEHOLDS OF THE 275 SUBURBAN PLACES WITHIN THE NICA*

- 2000 -

Showing population and number of households ... with towns ranked in descending order, for each measure.

Municipality	Rank	Population	Rank	Number of Households
Addison	31	39,100	38	12,750
Algonquin	93	17,700	101	6,200
Alsip	77	20,400	60	9,620
Antioch	142	10,000	142	3,760
Arbury Hills (C)	d.n.a.		d.n.a.	
Arlington Heights	7	[illegible],700	7	30,340
Aurora	1	148,800	1	53,100
Bannockburn	229	1,800	246	300
Barrington	116	14,200	120	5,180
Barrington Hills	189	5,000	191	1,820
Bartlett	75	21,230	92	6,620
Batavia	88	18,800	87	7,220
Bedford Park	251	500	251	210
Beecher	216	2,800	209	1,190
Bellwood	102	15,700	90	6,860
Bensenville	85	19,000	92	6,620
Berkeley	189	5,000	182	2,170
Berwyn	21	49,000	15	21,120
Bloomingdale	37	34,740	51	10,600
Blue Island	90	18,700	63	9,030
Bolingbrook	19	52,150	21	17,900
Braidwood	185	5,300	189	1,920
Bridgeview	96	16,800	86	7,370
Broadview	164	7,800	152	3,380
Brookfield	94	17,600	82	7,600
Buffalo Grove	25	42,300	27	14,990
Bull Valley	241	1,000	242	350
Burbank	65	24,000	62	9,200
Burlington	255	400	254	150
Burnham	204	3,700	200	1,440
Burr Ridge	165	7,590	171	2,550
Calumet City	33	37,700	24	16,320
Calumet Park	145	9,700	151	3,450
Carol Stream	41	33,450	42	12,200
Carpentersville	40	34,100	49	10,960
Cary	95	17,500	105	6,020
Channahon	152	9,100	159	2,970
Channel Lake (C)	d.n.a.		d.n.a.	
Chicago Heights	34	37,200	31	14,400
Chicago Ridge	99	16,000	104	6,050
Cicero	12	56,800	10	24,360
Clarendon Hills	162	8,050	161	2,910
Country Club Hills	72	21,600	98	6,340
Countryside	174	6,600	153	3,210
Crest Hill	123	13,000	110	5,710

* Northeastern Illinois Counties Area formally Chicago SMSA.

PROJECTED POPULATION AND HOUSEHOLDS
OF 275 SUBURBS - 2000 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Crestwood	106	15,200	95	6,550
Crete	136	10,600	135	4,170
Crystal Lake	28	40,800	35	14,010
Darien	56	27,420	55	10,090
Deer Park	229	1,800	223	770
Deerfield	85	19,000	108	5,830
Des Plaines	13	56,700	16	21,000
Dixmoor	202	3,900	197	1,620
Dolton	80	19,900	69	8,580
Downers Grove	15	56,300	17	19,880
East Chicago Hts.	181	5,900	193	1,670
East Dundee	183	5,600	186	2,040
East Hazelcrest	231	1,700	228	620
Elburn	205	3,500	203	1,360
Elgin	3	96,000	2	39,040
Elk Grove Village	24	44,500	28	14,980
Elmhurst	22	48,370	25	15,980
Elmwood Park	74	21,400	54	10,190
Elwood	241	1,000	240	360
Evanston	8	72,100	8	28,500
Evergreen Park	76	20,900	68	8,710
Flossmoor	129	12,000	132	4,390
Forest Lake (C)	d.n.a.		d.n.a.	
Forest Park	104	15,600	83	7,480
Forest View	248	800	245	310
Fox Lake	132	11,100	124	4,660
Fox Lake Hills (C)	d.n.a.		d.n.a.	
Fox River Grove	179	6,000	184	2,080
Fox Rvr Vly Grdns	241	1,000	240	360
Frankfort	144	9,800	155	3,160
Franklin Park	108	14,900	97	6,450
Gages Lake (C)	d.n.a.		d.n.a.	
Geneva	99	16,000	115	5,330
Gilberts	245	900	242	350
Glen Ellyn	42	33,100	44	11,890
Glencoe	140	10,300	134	4,210
Glendale Heights	45	32,470	43	12,070
Glenview	20	50,000	18	19,200
Glenwood	70	22,000	66	8,800
Godley	256	300	257	110
Golf	251	500	253	170
Grass Lake (C)	d.n.a.		d.n.a.	
Grayslake	106	15,200	107	5,950
Green Oaks	222	2,300	226	670
Gurnee	78	20,000	78	8,130
Hainesville	258	200	260	60
Hampshire	209	3,300	210	1,050
Hanover Park	38	34,600	37	13,040
Harvard	151	9,300	154	3,180
Harvey	36	35,600	46	11,480

PROJECTED POPULATION AND HOUSEHOLDS
OF 275 SUBURBS - 2000 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Harwood Heights	150	9,400	144	3,730
Hawthorn Woods	212	3,000	217	970
Hazel Crest	67	23,000	73	8,360
Hebron	239	1,100	239	370
Hickory Hills	108	14,900	113	5,520
Highland Park	38	34,600	40	12,570
Highwood	184	5,500	181	2,200
Hillside	158	8,500	148	3,530
Hinsdale	81	19,610	88	7,010
Hodgkins	212	3,000	205	1,300
Hoffman Estates	11	58,100	14	22,600
Holiday Hills	245	900	246	300
Hometown	192	4,600	188	1,970
Homewood	68	22,200	59	9,650
Huntley	220	2,400	220	820
Indian Creek	251	500	256	140
Indian Head Park	203	3,800	195	1,650
Ingleside (C)	d.n.a.		d.n.a.	
Inverness	191	4,800	198	1,600
Island Lake	168	7,200	174	2,450
Itasca	127	12,650	140	3,970
Joliet	4	89,900	5	33,270
Justice	111	14,700	91	6,840
Kenilworth	210	3,100	218	930
Kildeer	227	1,900	225	740
La Grange	111	14,700	103	6,120
La Grange Park	125	12,800	113	5,520
Lake Barrington	194	4,500	202	1,370
Lake Bluff	155	8,600	163	2,880
Lake Catherine (C)	d.n.a.		d.n.a.	
Lake Forest	69	22,100	81	7,800
Lake-in-the-Hills	160	8,300	165	2,850
Lake Villa	187	5,200	184	2,080
Lake Zurich	99	16,000	110	5,710
Lakemoor	241	1,000	242	350
Lakewood	234	1,500	233	510
Lansing	49	30,800	36	13,300
Lemont	168	7,200	156	3,140
Libertyville	51	29,100	58	9,760
Lincolnshire	139	10,500	150	3,470
Lincolnwood	133	10,900	136	4,140
Lindenhurst	148	9,500	166	2,840
Lisle	48	31,420	33	14,240
Lockport	91	18,600	100	6,210
Lombard	18	52,180	20	18,120
Long Grove	218	2,500	222	800
Long Lake (C)	d.n.a.		d.n.a.	
Lynwood	194	4,500	190	1,880
Lyons	143	9,900	133	4,300
Manhattan	217	2,600	216	990

PROJECTED POPULATION AND HOUSEHOLDS
OF 275 SUBURBS - 2000 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Maple Park	248	800	249	280
Marengo	175	6,500	179	2,220
Markham	118	13,800	129	4,540
Matteson	78	20,000	80	8,100
Maywood	57	26,900	56	9,960
McCook	256	300	254	150
McCullom Lake	231	1,700	230	600
McHenry	59	26,000	64	8,920
McHenry Shores	212	3,000	214	1,020
Melrose Park	82	19,500	71	8,430
Merrionette Park	223	2,200	215	1,000
Mettawa	251	500	252	180
Midlothian	110	14,800	116	5,310
Minooka	237	1,280	234	500
Mokena	130	11,500	139	4,050
Monee	225	2,000	224	750
Montgomery	178	6,100	176	2,280
Morton Grove	62	25,000	57	9,940
Mount Prospect	10	61,300	9	25,790
Mundelein	64	24,500	65	8,880
Naperville	2	100,200	6	32,720
New Lenox	122	13,200	125	4,640
Niles	43	33,000	34	14,140
Norridge	114	14,300	106	6,000
North Aurora	154	8,700	149	3,520
North Barrington	223	2,200	228	620
North Chicago	30	40,000	72	8,370
North Riverside	170	7,100	157	3,120
Northbrook	32	38,800	32	14,310
Northfield	147	9,600	147	3,550
Northlake	131	11,300	131	4,460
Oak Brook	140	10,300	158	3,080
Oak Forest	52	29,000	48	10,990
Oak Lawn	17	56,000	12	23,530
Oak Park	16	56,200	11	24,040
Oakbrook Terrace	166	7,500	146	3,690
Oakwood Hills	231	1,700	232	590
Old Mill Creek	258	200	258	70
Olympia Fields	167	7,300	187	2,000
Orland Park	27	41,000	26	15,650
Palatine	23	44,600	22	17,410
Palos Heights	119	13,700	122	4,690
Palos Hills	82	19,500	84	7,460
Palos Park	210	3,100	211	1,040
Park City	185	5,300	175	2,330
Park Forest	54	28,400	47	11,170
Park Forest South	88	18,800	89	6,880
Park Ridge	26	41,200	29	14,870
Peotone	205	3,500	201	1,390
Phoenix	212	3,000	213	1,030

PROJECTED POPULATION AND HOUSEHOLDS
OF 275 SUBURBS - 2000 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Pingree Grove	258	200	258	70
Pistakee Highlands (C)	d.n.a.		d.n.a.	
Plainfield	102	15,700	102	6,180
Posen	182	5,700	178	2,260
Prairie Grove	238	1,200	237	400
Prospect Heights	117	14,000	99	6,240
Richmond	175	6,500	179	2,220
Richton Park	97	16,600	96	6,480
River Forest	121	13,300	126	4,630
River Grove	135	10,800	123	4,680
Riverdale	124	12,900	112	5,580
Riverside	155	8,600	145	3,720
Riverwoods	200	4,000	207	1,280
Robbins	161	8,200	159	2,970
Rockdale	218	2,500	219	920
Rolling Meadows	73	21,500	61	9,310
Romeoville	70	22,000	94	6,560
Roselle	66	23,530	73	8,360
Rosemont	192	4,600	183	2,160
Round Lake	177	6,200	169	2,620
Round Lake Beach	98	16,100	119	5,190
Round Lake Heights	208	3,400	211	1,040
Round Lake Park	163	7,900	169	2,620
St. Charles	46	32,200	41	12,280
Sauk Village	104	15,600	121	4,700
Schaumburg	6	83,200	3	38,160
Schiller Park	136	10,600	127	4,600
Shorewood	155	8,600	162	2,890
Skokie	9	61,500	13	23,300
Sleepy Hollow	197	4,300	205	1,300
South Barrington	225	2,000	230	600
South Chicago Hts.	200	4,000	192	1,700
South Elgin	136	10,600	143	3,750
South Holland	58	26,700	70	8,500
Spring Grove	239	1,100	238	390
Steger	133	10,900	128	4,570
Stickney	173	6,800	176	2,280
Stone Park	196	4,400	204	1,340
Streamwood	47	32,000	50	10,740
Sugar Grove	187	5,200	193	1,670
Summit	148	9,500	141	3,780
Sunnyside	205	3,500	208	1,200
Symerton	258	200	260	60
Third Lake	245	900	246	300
Thornton	198	4,200	196	1,640
Tinley Park	29	40,700	30	14,650
Tower Lakes	234	1,500	234	500
Union	250	700	250	250
Valley View	d.n.a.		d.n.a.	
Venetian Village (C)	d.n.a.		d.n.a.	

PROJECTED POPULATION AND HOUSEHOLDS
OF 275 SUBURBS - 2000 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Vernon Hills	85	19,000	77	8,260
Villa Park	63	24,520	75	8,320
Wadsworth	234	1,500	236	470
Warrenville	115	14,220	117	5,280
Wauconda	170	7,100	164	2,870
Waukegan	5	88,500	4	36,940
Wayne	221	2,380	221	810
West Chicago	44	32,860	52	10,470
West Dundee	158	8,500	167	2,830
Westchester	92	18,500	78	8,130
Western Springs	125	12,800	130	4,500
Westhaven	153	9,000	168	2,800
Westmont	55	28,000	38	12,750
Wheaton	14	56,400	19	18,940
Wheeling	35	37,000	23	16,520
Wildwood (C)	d.n.a.		d.n.a.	
Willow Springs	199	4,100	199	1,550
Willowbrook	145	9,700	137	4,060
Wilmette	53	28,700	53	10,250
Wilmington	179	6,000	171	2,550
Winfield	120	13,500	137	4,060
Winnetka	113	14,500	109	5,770
Winthrop Harbor	172	7,000	173	2,500
Wonder Lake (C)	d.n.a.		d.n.a.	
Wonder Lake (Inc.)	227	1,900	226	670
Wood Dale	84	19,150	84	7,460
Woodridge	50	29,290	45	11,790
Woodstock	60	25,700	67	8,750
Worth	128	12,200	118	5,260
Zion	61	25,100	76	8,310

(C) - Census Designated Place
(Inc.) - Incorporated
d.n.a. - data not available

SOURCE: Northeastern Illinois Planning Commission Estimates.

SIZE AND INCOME
OF THE 54 INCORPORATED AND CENSUS DESIGNATED PLACES
WITHIN THE CHICAGO-GARY-LAKE COUNTY CMSA-NON NICA*

Showing population, number of households, and median household income ... with towns ranked, in descending order, for each measure.

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Amount
Beverly Shores, IN	41	864	39	374	35	$ 20,560
Boulder Hill, IL (C)	16	9,333	17	2,886	8	26,670
Braceville, IL	45	721	45	236	32	20,677
Burns Harbor, IN	40	920	41	313	14	24,375
Camp Lake, WI (C)	33	2,060	32	752	49	18,631
Carbon Hill, IL	48	406	48	126	21	$ 22,417
Cedar Lake, IN	18	8,754	18	2,841	36	20,427
Chesterton, IN	19	8,531	16	3,002	20	22,562
Coal City, IL	28	3,028	26	1,155	31	20,774
Crown Point, IN	12	16,455	12	5,398	15	24,069
Diamond, IL	38	1,170	38	404	26	$ 21,411
Dune Acres, IN	50	291	50	105	2	33,451
Dyer, IN	15	9,555	19	2,840	7	26,815
East Brooklyn, IL	54	84	54	35	48	18,750
East Chicago, IN	4	39,786	4	13,687	53	17,180
Eileen, IL	46	569	46	203	28	$ 20,978
Gardner, IL	37	1,322	37	484	24	21,553
Gary, IN	1	151,953	1	49,445	52	17,235
Griffith, IN	11	17,026	11	6,004	12	24,527
Hammond, IN	2	93,714	2	34,280	40	19,959
Hebron, IN	31	2,696	31	927	18	$ 23,062
Highland, IN	7	25,935	7	8,514	6	26,832
Hobart, IN	8	22,987	8	7,917	16	23,688
Kenosha, WI	3	77,685	3	27,964	46	18,927
Kinsman, IL	53	153	53	53	42	19,464
Kouts, IN	34	1,619	36	540	38	$ 20,136
Lake Station, IN	13	14,294	14	4,568	29	20,803
Lisbon, IL	51	259	51	92	54	15,179
Lowell, IN	21	5,827	21	1,845	23	21,895
Mazon, IL	42	828	42	302	27	21,000
Merrillville, IN	5	27,677	6	9,135	10	$ 25,525
Millington, IL	47	439	47	144	44	19,038
Morris, IL	17	8,833	15	3,475	45	19,006
Munster, IN	10	20,671	10	6,759	3	31,237
New Chicago, IN	27	3,284	27	1,138	25	21,510
Newark, IL	43	798	43	273	43	$ 19,375
Ogden Dunes, IN	36	1,489	35	551	1	35,000
Oswego, IL	29	3,021	30	1,022	17	23,516
Paddock Lake, WI	32	2,207	33	718	30	20,801
Plano, IL	23	4,875	23	1,647	39	20,048
Portage, IN	6	27,409	5	9,151	11	$ 24,584
Porter, IN	30	2,988	29	1,030	19	22,667
St. John, IN	24	3,974	28	1,132	4	31,143
Schererville, IN	14	13,209	13	4,757	13	24,515
Schneider, IN	49	364	49	117	37	20,179

* Northeastern Illinois Counties Area formally Chicago SMSA.

SIZE AND INCOME OF 54 INCORPORATED AND
CENSUS DESIGNATED PLACES WITHIN THE
CHICAGO-GARY-LAKE COUNTY CMSA-NON NICA* (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Silver Lake, WI	35	1,598	34	569	41	$ 19,613
South Haven, IN (C)	20	6,679	22	1,832	9	25,592
South Wilmington, IL	44	747	44	270	50	18,409
Town of Pines, IN	39	962	40	339	47	18,906
Twin Lakes, WI	25	3,474	24	1,228	51	17,773
Valparaiso, IN	9	22,247	9	7,486	34	$ 20,651
Verona, IL	52	251	52	76	5	27,917
Whiting, IN	22	5,630	20	2,215	33	20,667
Yorkville, IL	26	3,422	25	1,215	22	22,118

(C) - Census Designated Place.
* Northeastern Illinois Counties Area formally Chicago SMSA.

SOURCE: U.S. Census - 1980.

SIZE AND INCOME OF THE 90 INCORPORATED AND CENSUS DESIGNATED PLACES WITHIN THE CHICAGO ADI - ILLINOIS NON CHICAGO-GARY-LAKE COUNTY CMSA PORTION

Showing population, number of households and median household income ... with towns ranked, in descending order, for each measure.

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Aroma Park	52	673	56	222	74	$ 15,278
Ashkum	48	735	47	277	41	17,845
Beaverville	67	377	67	144	85	13,289
Bonfield	78	294	79	97	11	20,625
Bourbonnais	5	13,280	8	3,900	3	22,500
Bradley	7	11,008	7	3,939	48	$ 17,487
Buckingham	72	330	80	92	57	16,429
Buckley	57	604	51	253	81	14,545
Cabery	73	327	71	125	86	12,875
Campus	84	224	84	77	19	19,688
Cedar Point	70	344	68	133	19	$ 19,688
Chatsworth	35	1,187	28	504	34	18,750
Chebanse	34	1,191	36	402	25	19,178
Cissna Park	45	825	42	354	58	16,250
Clifton	27	1,390	29	493	40	17,863
Cornell	58	603	57	218	67	$ 15,795
Cortland	40	1,019	38	378	8	21,107
Crescent City	54	641	52	247	53	17,031
Cullom	56	608	53	243	73	15,417
Dalzell	46	824	48	268	51	17,212
Dana	81	243	83	86	66	$ 15,833
Danforth	60	554	59	204	71	15,500
DeKalb	1	33,099	2	9,617	71	15,500
Donovan	76	301	69	127	63	16,071
Dwight	15	4,146	15	1,505	15	20,344
Earlville	28	1,382	26	538	47	$ 17,647
Emington	88	119	88	46	78	15,000
Essex	64	463	64	160	18	20,234
Fairbury	17	3,544	17	1,373	31	18,887
Flanagan	42	978	40	374	52	17,098
Forrest	31	1,246	30	481	33	$ 18,804
Genoa	19	3,276	20	1,161	37	18,254
Gilman	23	1,913	22	726	70	15,560
Grand Ridge	51	684	55	231	2	23,654
Grant Park	39	1,038	39	376	30	18,903
Herscher	33	1,214	35	428	5	$ 21,537
Hinckley	25	1,447	27	520	7	21,310
Iroquois	83	227	82	88	89	10,625
Irwin	89	112	89	33	1	24,375
Kangley	79	280	77	101	36	18,611
Kankakee	2	30,141	1	10,959	79	$ 14,852
Kingston	55	618	58	210	43	17,778
Kirkland	36	1,155	34	433	21	19,500
LaSalle	9	10,347	5	4,173	82	14,478
Lee	75	304	75	108	28	19,000

SIZE AND INCOME OF 90 INCORPORATED AND CENSUS DESIGNATED PLACES WITHIN THE CHICAGO ADI - ILLINOIS NON CHICAGO-GARY-LAKE COUNTY PORTION (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Leland	47	775	46	292	44	$ 17,772
Leonore	85	196	85	68	68	15,625
Loda	63	486	62	187	88	11,538
Long Point	74	313	74	111	65	16,000
Lostant	61	539	61	195	50	17,216
Malta	41	995	44	342	17	$ 20,291
Manteno	20	3,155	18	1,257	46	17,693
Marseilles	14	4,766	14	1,797	32	18,826
Martinton	69	363	72	124	55	16,917
Mendota	11	7,134	11	2,643	54	16,978
Milford	24	1,716	24	670	87	$ 12,683
Momence	18	3,297	19	1,240	77	15,040
Naplate	59	581	54	235	23	19,375
North Utica	38	1,067	37	389	49	17,361
Odell	37	1,083	41	366	10	20,648
Oglesby	16	3,979	16	1,487	59	$ 16,227
Onarga	30	1,269	30	481	84	13,393
Ottawa	3	18,166	3	7,008	28	19,000
Papineau	86	179	86	66	64	16,023
Pembroke	52	673	59	204	90	7,228
Peru	8	10,886	6	4,113	26	$ 19,117
Pontiac	6	11,227	9	3,610	42	17,780
Ransom	66	456	66	156	14	20,357
Reddick	81	243	81	91	6	21,406
Rutland	62	487	64	160	61	16,161
St. Anne	26	1,421	25	554	76	$ 15,175
Sandwich	13	5,244	13	1,871	22	19,431
Saunemin	64	463	63	173	56	16,895
Seneca	22	2,098	23	699	4	22,202
Shabbona	44	851	45	305	45	17,765
Sheldon	32	1,215	33	465	83	$ 14,333
Sheridan	49	719	50	263	9	20,774
Somonauk	29	1,344	32	474	34	18,750
South Streator (C)	21	2,334	21	796	39	18,096
Strawn	87	143	87	53	12	20,500
Streator	4	14,791	4	5,661	60	$ 16,203
Sycamore	10	9,219	10	3,517	24	19,222
Thawville	80	275	76	102	68	15,625
Tonica	50	695	49	265	62	16,125
Troy Grove	77	297	78	99	27	19,038
Union Hill	90	82	90	27	12	$ 20,500
Waterman	43	943	43	349	16	20,313
Watseka	12	5,543	12	2,168	80	14,645
Wellington	68	370	72	124	38	18,214
Woodland	71	333	70	126	75	15,179

(C) - Census Designated Place.

SOURCE: U.S. Census - 1980.

SIZE AND INCOME OF THE 23 INCORPORATED AND CENSUS DESIGNATED PLACES WITHIN THE CHICAGO ADI - INDIANA NON CHICAGO-GARY-LAKE COUNTY CMSA PORTION

Showing population, number of households, and median household income ... with towns ranked, in descending order, for each measure.

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Brook	16	926	15	369	22	$ 13,750
Collegeville (C)	15	1,059	22	78	5	21,250
De Motte	6	2,559	5	855	7	19,743
Goodland	14	1,200	14	443	21	14,861
Hudson Lake (C)	12	1,347	12	492	20	15,163
Kentland	8	1,936	7	757	15	$ 16,641
Kingsbury	21	329	20	105	18	15,556
Kingsford Heights	10	1,618	13	490	17	15,682
La Crosse	19	713	18	252	12	17,188
La Porte	2	21,796	2	8,578	16	15,898
Long Beach	7	2,262	6	799	2	$ 30,123
Michiana Shores	20	464	19	185	9	17,813
Michigan City	1	36,850	1	12,697	13	17,033
Morocco	11	1,348	10	528	23	13,690
Mt. Ayr	23	207	23	66	8	18,250
Pine Lake (C)	9	1,676	9	574	3	$ 26,859
Pottawattomie Park	22	284	21	103	1	35,735
Remington	13	1,268	11	503	11	17,500
Rensselaer	3	4,944	3	1,893	19	15,500
Trail Creek	5	2,581	4	868	4	26,649
Wanatah	17	879	16	314	6	$ 20,938
Westville	4	2,887	8	712	10	17,708
Wheatfield	18	755	17	265	14	16,771

(C) - Census Designated Place

SOURCE: U.S. Census - 1980.

ECONOMIC INDICATORS

NORTHEASTERN ILLINOIS COUNTIES AREA

Year	Marriages	Recorded Births	Deaths	New Car Sales*
1960	51,809	152,525	61,139	323,199
1961	52,129	152,394	60,868	276,988
1962	51,144	149,164	61,951	334,930
1963	54,825	146,007	63,612	358,171
1964	57,365	144,437	63,252	361,023
1965	58,627	136,180	64,509	448,056
1966	60,179	132,199	66,334	421,389
1967	61,593	128,616	65,557	395,695
1968	66,050	125,983	67,766	431,611
1969	68,756	127,555	65,960	437,222
1970	67,965	133,701	66,531	383,000
1971	68,079	126,530	65,063	471,204
1972	68,823	114,237	66,446	500,197
1973	70,198	108,174	66,285	532,236
1974	67,099	107,281	63,433	456,111
1975	65,056	107,290	60,795	385,403
1976	63,975	108,258	61,681	473,067
1977	63,110	112,105	60,804	514,913
1978	62,936	110,505	60,216	482,053
1979	64,668	117,167	60,291	443,696
1980	65,616	121,626	60,517	358,189
1981	65,942	118,665	59,962	330,311
1982	65,315	117,567	58,796	336,600

(*) NICA and Gary-Hammond PMSA.

RESIDENTIAL BUILDING PERMITS*

	Number of Units			
Year	Single Family Homes	Apartments	Public Housing	Total
1960	26,113	12,388	5,372	43,873
1961	24,415	16,366	4,183	44,964
1962	22,037	19,748	1,017	42,802
1963	19,737	18,314	1,463	39,514
1964	18,866	17,520	1,100	37,486
1965	21,172	19,201	204	40,577
1966	18,395	19,042	1,117	38,554
1967	21,879	25,398	939	48,216
1968	23,679	33,020	1,505	58,204
1969	18,396	30,425	2,610	51,431
1970	14,470	23,386	346	38,202
1971	25,788	36,981	192	62,961
1972**	24,163	33,320	-	57,483
1973	19,564	23,391	-	42,955
1974	11,617	10,738	-	22,355
1975	14,938	8,626	-	23,564
1976	24,631	12,576	-	37,207
1977	32,787	17,154	-	49,941
1978	29,073	16,993	-	46,066
1979	13,437	13,734	-	27,171
1980	6,033	6,955	-	12,988
1981	4,802	4,848	-	9,650
1982	5,108	5,821	-	10,929

(*) NICA and Gary-Hammond PMSA.
(**) Public Housing Included in Totals for Single Family and/or Apartments Since 1971.

SOURCES: Marriages, Births and Deaths . . . Dept. of Public Health, State of Illinois;
New Car Sales . . . Chicago Assn. of Commerce & Industry;
Building Permits . . . Bell Federal Savings & Loan Association.

BUILDING PERMITS REPORTED (Units)
JANUARY 1980 - AUGUST 1983
CITY OF CHICAGO COMMUNITY AREAS

Community Area Number	Rank	Single Units	Rank	Multi-Units	Rank	Total Units
1	22	6	13	190	13	196
2	34	3	12	226	12	229
3*	8	21	7	352	7	373
4	61	0	35	21	43	21
5	43	2	57	0	65	2
6	22	6	6	419	6	425
7	1	341	5	602	5	943
8	43	2	1	2,538	1	2,540
9	30	4	39	16	44	20
10	9	18	27	61	26	79
11	24	5	27	61	28	66
12	43	2	57	0	65	2
13	34	3	57	0	60	3
14	15	10	23	81	24	91
15	24	5	21	112	21	117
16	50	1	49	5	55	6
17	6	25	51	3	40	28
18	43	2	34	27	39	29
19	50	1	43	12	49	13
20	61	0	53	2	65	2
21	34	3	53	2	57	5
22	34	3	15	181	15	184
23	24	5	19	128	19	133
24	24	5	18	137	18	142
25	17	7	29	55	29	62
26	50	1	41	15	47	16
27	61	0	3	1,383	3	1,383
28	50	1	2	2,336	2	2,337
29	3	45	43	12	30	57
30	50	1	57	0	68	1
31	50	1	31	47	34	48
32	50	1	4	1,145	4	1,146
33	61	0	8	344	8	344
34	50	1	42	13	48	14
35	61	0	22	101	23	101
36	61	0	57	0	69	0
37	61	0	57	0	69	0
38	61	0	14	187	14	187
39	50	1	17	149	17	150
40	61	0	23	81	25	81
41	2	49	53	2	32	51
42	61	0	11	231	11	231
43	50	1	30	52	31	53
44	34	3	57	0	60	3
45	34	3	57	0	60	3

BUILDING PERMITS REPORTED
CITY OF CHICAGO COMMUNITY AREAS (Continued)

Community Area Number	Rank	Single Units	Rank	Multi-Units	Rank	Total Units
46	34	3	57	0	60	3
47	61	0	57	0	69	0
48	30	4	57	0	58	4
49	14	11	57	0	50	11
50	61	0	57	0	69	0
51	43	2	16	168	16	170
52	17	7	50	4	50	11
53	15	10	36	18	40	28
54	61	0	57	0	69	0
55	50	1	36	18	45	19
56	4	40	46	8	34	48
57	17	7	33	32	36	39
58	34	3	51	3	55	6
59	61	0	57	0	69	0
60	5	31	25	71	22	102
61	61	0	57	0	69	0
62	13	12	32	38	33	50
63	61	0	57	0	69	0
64	12	14	26	65	26	79
65	7	22	57	0	42	22
66	43	2	48	6	54	8
67	17	7	43	12	45	19
68	30	4	10	233	10	237
69	24	5	20	116	20	121
70	11	15	36	18	37	33
71	24	5	9	304	9	309
72	17	7	53	2	53	9
73	34	3	57	0	60	3
74	10	16	39	16	38	32
75	30	4	57	0	58	4
76	43	2	46	8	52	10
TOTAL		825		12,469		13,294

* City of Chicago Department of Inspectional Services combines data for Community Area 3 and 77.

SOURCE: City of Chicago - Department of Inspectional Services.

BUILDING PERMITS REPORTED (UNITS)
JANUARY 1980 - AUGUST 1983
SELECTED CHICAGO SUBURBS*

Municipality	Rank	Single Units	Rank	Multi-Units	Rank	Total Units
Addison	35	156	47	72	44	228
Algonquin	9	402	86	18	20	420
Alsip	40	144	48	68	48	212
Arlington Heights	14	329	17	200	15	529
Aurora	3	780	38	118	5	898
Barrington	135	8	32	129	66	137
Barrington Hills	84	55	119	0	103	55
Bartlett	38	150	58	46	52	196
Batavia	57	102	14	220	31	322
Bedford Park	170	1	119	0	175	1
Bellwood	163	2	119	0	172	2
Bensenville	113	27	119	0	128	27
Berkeley	163	2	119	0	172	2
Berwyn	146	6	79	20	131	26
Bloomingdale	49	109	58	46	60	155
Blue Island	130	11	113	3	143	14
Bolingbrook	12	343	67	36	22	379
Bridgeview	107	29	66	37	96	66
Broadview	170	1	119	0	175	1
Brookfield	119	18	62	44	98	62
Buffalo Grove	23	245	8	312	12	557
Burbank	85	54	57	48	78	102
Burr Ridge	27	223	119	0	46	223
Calumet City	77	65	12	262	30	327
Carol Stream	6	574	13	252	7	826
Carpentersville	155	4	119	0	167	4
Cary	37	155	119	0	60	155
Chesterton, IN	89	48	119	0	110	48
Chicago Heights	146	6	102	8	143	14
Chicago Ridge	141	7	55	56	97	63
Cicero	159	3	119	0	171	3
Clarendon Hills	60	92	72	26	70	118
Country Club Hills	75	72	102	8	90	80
Crest Hill	126	13	51	60	94	73
Crestwood	104	32	51	60	81	92
Crete	76	67	97	12	91	79
Crown Point, IN	49	109	70	30	65	139
Crystal Lake	39	146	16	212	24	358
Darien	69	78	39	116	53	194
Deerfield	95	40	37	125	55	165
Des Plaines	91	44	22	166	49	210
Dolton	149	5	119	0	160	5
Downers Grove	19	279	69	31	32	310
Dyer, IN	53	107	102	8	72	115
East Chicago, IN	130	11	76	23	121	34
Elgin	25	227	10	282	16	509
Elk Grove Village	30	201	9	305	17	506
Elmhurst	95	40	119	0	114	40
Elmwood Park	163	2	72	26	127	28
Evanston	135	8	25	157	55	165

BUILDING PERMITS REPORTED
SELECTED CHICAGO SUBURBS* (Continued)

Municipality	Rank	Single Units	Rank	Multi-Units	Rank	Total Units
Evergreen Park	122	17	111	4	133	21
Flossmoor	92	42	119	0	113	42
Forest Park	163	2	97	12	143	14
Frankfort	100	36	119	0	116	36
Franklin Park	155	4	119	0	167	4
Gary, IN	60	92	91	16	76	108
Geneva	48	113	119	0	73	113
Glen Ellyn	66	81	23	160	42	241
Glencoe	141	7	119	0	154	7
Glendale Heights	24	235	119	0	43	235
Glenview	56	103	19	185	36	288
Glenwood	155	4	119	0	167	4
Grayslake	128	12	46	73	85	85
Green Oaks	65	83	119	0	87	83
Griffith, IN	99	37	79	20	101	57
Gurnee	33	174	6	395	11	569
Hammond, IN	67	80	33	128	50	208
Hanover Park	7	435	95	14	19	449
Harvey	163	2	119	0	172	2
Harwood Heights	133	10	106	6	142	16
Hazel Crest	155	4	119	0	167	4
Hickory Hills	115	2	117	2	128	27
Highland, IN	100	36	119	0	116	36
Highland Park	49	109	30	137	40	246
Highwood	112	28	71	28	102	56
Hillside	170	1	119	0	175	1
Hinsdale	80	60	68	33	80	93
Hobart, IN	88	51	119	0	108	51
Hoffman Estates	18	282	119	0	37	282
Homewood	83	57	51	60	71	117
Indian Head Park	85	54	79	20	93	74
Inverness	32	177	119	0	54	177
Itasca	135	8	113	3	148	11
Joliet	45	123	21	168	35	291
La Grange	135	8	96	13	133	21
La Grange Park	149	5	119	0	160	5
Lake Bluff	79	63	110	5	95	68
Lake Station, IN	64	84	119	0	86	84
Lake Zurich	52	108	113	3	74	111
Lansing	80	60	64	40	79	100
Libertyville	47	118	75	24	63	142
Lincolnshire	94	41	97	12	106	53
Lincolnwood	135	8	119	0	152	8
Lindenhurst	89	48	119	0	110	48
Lisle	13	340	24	158	18	498
Lockport	128	12	102	8	137	20
Lombard	44	131	14	220	27	351
Lowell, IN	60	92	119	0	81	92
Lynwood	77	65	58	46	74	111
Lyons	159	3	56	50	106	53

BUILDING PERMITS REPORTED
SELECTED CHICAGO SUBURBS* (Continued)

Municipality	Rank	Single Units	Rank	Multi-Units	Rank	Total Units
Markham	100	36	119	0	116	36
Matteson	58	98	54	58	59	156
Maywood	170	1	106	6	154	7
Mc Henry	42	134	5	405	13	539
Melrose Park	146	6	119	0	159	6
Merrillville, IN	21	247	76	23	38	270
Midlothian	53	107	86	18	68	125
Mokena	107	29	106	6	119	35
Montgomery	170	1	88	17	140	18
Morton Grove	107	29	119	0	126	29
Mt. Prospect	71	76	28	151	45	227
Mundelein	53	107	119	0	77	107
Munster, IN	67	80	58	46	67	126
Naperville	1	2,283	1	794	1	3,077
New Lenox	43	133	88	17	62	150
Niles	119	18	62	44	98	62
Norridge	116	21	48	68	84	89
North Aurora	85	54	119	0	104	54
North Chicago	118	20	119	0	137	20
North Riverside	149	5	119	0	160	5
Northbrook	10	390	29	149	13	539
Northfield	107	29	113	3	123	32
Northlake	159	3	44	80	87	83
Oak Brook	20	259	119	0	39	259
Oak Forest	41	138	79	20	58	158
Oak Lawn	71	76	43	87	57	163
Oak Park	163	2	74	25	128	27
Olympia Fields	122	17	91	16	122	33
Orland Park	5	713	7	392	3	1,105
Palatine	63	90	27	152	41	242
Palos Heights	122	17	50	65	89	82
Palos Hills	74	73	88	17	83	90
Park Forest	170	1	119	0	175	1
Park Forest South	149	5	119	0	160	5
Park Ridge	113	27	42	98	68	125
Posen	141	7	119	0	154	7
Prospect Heights	46	120	79	20	64	140
Richton Park	92	42	97	12	104	54
River Forest	179	0	79	20	137	20
River Grove	159	3	106	6	150	9
Riverdale	170	1	119	0	175	1
Riverside	170	1	111	4	160	5
Robbins	179	0	119	0	180	0
Rolling Meadows	16	315	91	16	29	331
Romeoville	149	5	119	0	160	5
Roselle	11	354	11	280	9	634
Rosemont	149	5	119	0	160	5
Round Lake Beach	17	285	31	133	21	418
St. Charles	35	156	20	181	28	337
Sauk Village	98	38	119	0	115	38

BUILDING PERMITS REPORTED
SELECTED CHICAGO SUBURBS* (Continued)

Municipality	Rank	Single Units	Rank	Multi-Units	Rank	Total Units
Schaumburg	4	747	4	488	2	1,235
Schererville, IN	31	190	41	103	33	293
Schiller Park	134	9	119	0	150	9
Shorewood	70	77	119	0	92	77
Skokie	141	7	119	0	154	7
South Holland	80	60	119	0	100	60
Steger	125	14	119	0	143	14
Stickney	170	1	79	20	133	21
Streamwood	15	326	64	40	23	366
Summit	163	2	78	22	132	24
Tinley Park	8	425	18	189	10	614
Vernon Hills	59	96	36	126	47	222
Villa Park	141	7	119	0	154	7
Warrenville	21	247	40	108	25	355
Waukegan	71	76	33	128	51	204
West Chicago	135	8	119	0	152	8
Westchester	106	30	119	0	125	30
Western Springs	130	11	119	0	148	11
Westmont	25	227	35	127	26	354
Wheaton	2	800	26	154	4	954
Wheeling	34	160	2	706	6	866
Wilmette	119	18	119	0	140	18
Winfield	29	217	45	76	33	293
Winnetka	126	13	119	0	147	13
Winthrop Harbor	105	31	91	16	112	47
Wood Dale	107	29	117	2	124	31
Woodridge	27	223	3	518	8	741
Woodstock	103	35	119	0	119	35
Worth	116	21	119	0	133	21
Zion	97	39	97	12	108	51

* Suburbs reported by Survey of Building 1980 - 1983.

SOURCE: Bell Federal Savings and Loan Association - Survey of Building.

MEDIAN HOME VALUE AND MEDIAN CONTRACT RENT OF THE 77 CHICAGO COMMUNITY AREAS

Showing median home value (non-condominium housing units) and median contract rent ... with Community Areas ranked, in descending order, for each measure

Community Area Number	Rank	Median Home Value*	Rank	Median Contract Rent*
1	12	$ 66,110	16	$235
2	10	72,272	5	269
3	16	61,391	38	196
4	20	60,051	24	217
5	35	42,940	44	183
6	27	$ 52,281	15	$239
7	2	123,713	5	269
8	1	200,000+	2	322
9	9	72,491	3	275
10	11	70,415	5	269
11	13	$ 64,768	18	$233
12	7	87,089	8	265
13	8	74,985	10	253
14	21	59,395	30	212
15	17	61,102	25	216
16	25	$ 53,828	35	$201
17	14	63,453	14	240
18	15	61,806	20	225
19	22	55,787	36	199
20	34	43,022	42	187
21	40	$ 39,500	49	$176
22	54	30,460	54	168
23	65	27,403	55	167
24	73	23,518	66	138
25	38	41,556	40	191
26	68	$ 25,409	51	$171
27	75	22,812	60	155
28	61	27,916	74	107
29	69	25,241	59	156
30	63	27,706	64	150
31	77	$ 21,666	71	$129
32	5	92,000	11	249
33	51	32,500	76	90
34	36	42,156	72	118
35	67	25,937	60	155
36	55	$ 30,441	77	$ 87
37	70	24,750	72	118
38	74	23,355	66	138
39	6	89,512	33	203
40	76	21,851	52	169
41	4	$ 97,989	13	$243
42	66	26,647	50	175
43	41	39,372	22	223
44	44	39,241	29	213
45	47	38,370	30	212

MEDIAN HOME VALUE AND MEDIAN CONTRACT RENT OF
THE 77 CHICAGO COMMUNITY AREAS (Continued)

Community Area Number	Rank	Median Home Value*	Rank	Median Contract Rent*
46	52	$ 32,391	58	$160
47	57	30,205	44	183
48	33	43,622	27	214
49	49	36,503	44	183
50	56	30,397	52	169
51	58	$ 30,090	68	$137
52	45	38,812	56	166
53	46	38,737	40	191
54	60	29,339	75	96
55	37	41,607	63	151
56	26	$ 53,229	32	$211
57	32	46,646	36	199
58	50	34,317	62	153
59	62	27,892	65	144
60	59	29,463	70	135
61	72	$ 23,562	69	$136
62	30	48,237	19	229
63	48	37,149	47	179
64	24	54,101	16	235
65	28	50,224	23	218
66	42	$ 39,265	39	$194
67	64	27,678	48	178
68	71	24,729	57	165
69	53	31,190	43	186
70	23	54,213	9	261
71	43	$ 39,263	33	$203
72	19	60,572	12	246
73	39	40,957	25	216
74	29	49,620	4	271
75	31	46,853	27	214
76	3	$100,747	1	$340
77	18	61,086	20	225

* 1980 values - inflation rate housing April 1980-September, 1983 - 37.0%.

SOURCES: U.S. Census - 1980;
U.S. Department of Labor -
Bureau of Labor Statistics;
City of Chicago - Department of Planning.

MEDIAN HOME VALUE AND MEDIAN CONTRACT RENT OF THE 275 SUBURBAN PLACES WITHIN THE NICA*

Showing median home value (non-condominium housing units) and median contract rent ... with towns ranked, in descending order, for each measure

Municipality	Rank	Median Home Value**	Rank	Median Contract Rent**
Addison	85	$ 76,900	143	$265
Algonquin	69	84,200	161	253
Alsip	157	63,500	136	269
Antioch	141	65,800	171	247
Arbury Hills (C)	220	51,700	84	292
Arlington Heights	48	$ 93,400	40	$333
Aurora	231	49,100	221	219
Bannockburn	1	200,000+		d.n.a.
Barrington	39	109,000	33	347
Barrington Hills	1	200,000+	20	369
Bartlett	89	$ 76,100	56	$320
Batavia	100	72,000	185	241
Bedford Park	206	56,700	251	188
Beecher	172	62,100	231	214
Bellwood	196	58,000	180	245
Bensenville	131	$ 66,700	65	$311
Berkeley	151	64,400	119	275
Berwyn	194	58,500	233	213
Bloomingdale	65	85,000	61	314
Blue Island	261	42,000	240	208
Bolingbrook	145	$ 65,200	125	$273
Braidwood	256	43,200	250	191
Bridgeview	181	60,800	165	251
Broadview	201	57,300	197	235
Brookfield	162	63,000	147	262
Buffalo Grove	56	$ 89,800	36	$342
Bull Valley	18	159,900	255	185
Burbank	190	59,100	147	262
Burlington	182	60,700	261	180
Burnham	235	48,400	204	229
Burr Ridge	23	$140,200	5	$484
Calumet City	232	49,000	190	239
Calumet Park	264	41,100	219	222
Carol Stream	92	75,200	106	278
Carpentersville	206	56,700	170	248
Cary	104	$ 70,200	104	$281
Channahon	177	61,100	225	217
Channel Lake (C)	239	47,200	207	228
Chicago Heights	244	45,800	253	186
Chicago Ridge	184	60,500	136	269
Cicero	222	$ 50,800	253	$186
Clarendon Hills	63	86,300	79	299
Country Club Hills	175	61,700	52	322
Countryside	99	72,100	96	283
Crest Hill	251	44,300	223	218

MEDIAN HOME VALUE AND CONTRACT RENT OF
THE 275 SUBURBAN PLACES (Continued)

Municipality	Rank	Median Home Value**	Rank	Median Contract Rent**
Crestwood	179	$ 60,900	119	$275
Crete	94	74,000	243	207
Crystal Lake	109	68,900	111	277
Darien	53	90,800	44	328
Deer Park	19	155,700	77	300
Deerfield	34	$113,000	23	$360
Des Plaines	95	73,800	93	285
Dixmoor	272	31,200	266	161
Dolton	224	50,500	150	261
Downers Grove	79	79,300	96	283
East Chicago Heights	274	$ 25,600	272	$ 87
East Dundee	119	67,500	216	225
East Hazelcrest	233	48,700	150	261
Elburn	155	63,700	231	214
Elgin	171	62,200	204	229
Elk Grove Village	82	$ 78,300	47	$325
Elmhurst	93	74,200	89	288
Elmwood Park	121	67,300	150	261
Elwood	238	47,300	255	185
Evanston	58	88,600	63	312
Evergreen Park	193	$ 58,600	173	$246
Flossmoor	33	113,200	34	346
Forest Lake (C)	134	66,300	237	210
Forest Park	217	52,100	173	246
Forest View	169	62,300	255	185
Fox Lake	212	$ 53,000	182	$244
Fox Lake Hills (C)	187	60,000	185	241
Fox River Grove	166	62,700	122	271
Fox Rvr. Vly. Grdns.	157	63,500	68	308
Frankfort	71	83,700	145	263
Franklin Park	154	$ 63,800	203	$230
Gages Lake (C)	169	62,300	76	301
Geneva	74	81,700	140	267
Gilberts	124	67,100	204	229
Glen Ellyn	64	86,000	99	282
Glencoe	16	$166,900	31	$349
Glendale Heights	113	68,100	112	276
Glenview	35	111,900	52	322
Glenwood	127	67,000	90	287
Godley	271	32,100	258	184
Golf	14	$168,900	1	$500+
Grass Lake (C)	192	58,700	173	246
Grayslake	148	64,800	134	270
Green Oaks	28	121,300	6	450
Gurnee	97	73,400	65	311
Hainesville	242	$ 46,700	166	$250
Hampshire	179	60,900	207	228
Hanover Park	127	67,000	112	276
Harvard	216	52,200	249	192
Harvey	270	33,800	263	178

MEDIAN HOME VALUE AND CONTRACT RENT OF THE 275 SUBURBAN PLACES (Continued)

Municipality	Rank	Median Home Value**	Rank	Median Contract Rent**
Harwood Heights	106	$ 69,300	119	$275
Hawthorn Woods	21	146,400	119	275
Hazel Crest	210	56,000	94	284
Hebron	229	49,300	264	173
Hickory Hills	102	71,200	144	264
Highland Park	26	$124,800	91	$286
Highwood	124	67,100	119	275
Hillside	146	65,100	106	278
Hinsdale	37	110,700	74	304
Hodgkins	259	42,600	267	157
Hoffman Estates	85	$ 76,900	51	$324
Holiday Hills	165	62,800	62	313
Hometown	254	43,600	270	146
Homewood	118	67,700	82	296
Huntley	153	63,900	185	241
Indian Creek	47	$ 93,500	47	$325
Indian Head Park	45	98,000	16	390
Ingleside (C)	236	47,900	173	246
Inverness	8	186,000	12	410
Island Lake	199	57,500	138	268
Itasca	77	$ 80,500	68	$308
Joliet	245	45,700	258	184
Justice	183	60,600	112	276
Kenilworth	1	200,000+	8	441
Kildeer	1	200,000+	29	350
La Grange	67	$ 84,800	125	$273
La Grange Park	88	76,200	106	278
Lake Barrington	17	166,300	1	500+
Lake Bluff	30	118,100	72	306
Lake Catherine (C)	226	50,200	207	228
Lake Forest	10	$180,900	54	$321
Lake-in-the-Hills	160	63,300	56	320
Lake Villa	114	68,000	91	286
Lake Zurich	81	78,600	140	267
Lakemoor	267	38,800	207	228
Lakewood	42	$106,300	11	$425
Lansing	197	57,800	132	271
Lemont	173	61,900	233	213
Libertyville	43	104,500	99	282
Lincolnshire	15	167,600	1	500+
Lincolnwood	41	$106,700	8	$441
Lindenhurst	105	70,000	22	361
Lisle	58	88,600	63	312
Lockport	211	55,400	217	223
Lombard	106	69,300	41	332
Long Grove	7	$189,700	96	$283
Long Lake (C)	258	43,100	171	247
Lynwood	112	68,600	54	321
Lyons	19	58,800	169	249
Manhattan	197	57,800	200	234

MEDIAN HOME VALUE AND CONTRACT RENT OF THE 275 SUBURBAN PLACES (Continued)

Municipality	Rank	Median Home Value**	Rank	Median Contract Rent**
Maple Park	246	$ 45,500	269	$151
Marengo	209	56,200	245	200
Markham	268	36,900	240	208
Matteson	122	67,200	99	282
Maywood	249	44,800	233	213
McCook	187	$ 60,000	244	$203
McCullom Lake	249	44,800	201	232
McHenry	155	63,700	153	260
McHenry Shores	162	63,000	34	346
Melrose Park	138	66,000	228	215
Merrionette Park	241	$ 46,900	145	$263
Mettawa	9	182,500	29	350
Midlothian	227	50,100	193	238
Minooka	140	65,900	185	241
Mokena	143	65,400	130	272
Monee	221	$ 50,900	213	$226
Montgomery	201	57,300	197	235
Morton Grove	66	84,900	173	246
Mount Prospect	61	88,500	58	319
Mundelein	120	67,400	87	291
Naperville	44	$ 98,400	60	$315
New Lenox	129	66,900	130	272
Niles	78	79,700	99	282
Norridge	84	77,500	125	273
North Aurora	160	63,300	161	253
North Barrington	20	$154,700	6	$450
North Chicago	247	45,200	221	219
North Riverside	148	64,800	161	253
Northbrook	25	128,400	10	436
Northfield	31	117,900	14	396
Northlake	186	$ 60,300	193	$238
Oak Brook	1	200,000+	26	354
Oak Forest	142	65,600	134	270
Oak Lawn	135	66,200	112	276
Oak Park	114	68,000	156	258
Oakbrook Terrace	133	$ 66,500	17	$380
Oakwood Hills	136	66,100	160	254
Old Mill Creek	55	90,000		d.n.a.
Olympia Fields	24	132,400	1	500+
Orland Park	52	90,900	44	328
Palatine	57	$ 88,900	46	$327
Palos Heights	50	92,400	43	329
Palos Hills	73	82,800	94	284
Palos Park	40	108,300	18	375
Park City	223	50,600	226	216
Park Forest	228	$ 49,500	217	$223
Park Forest South	204	56,900	112	276
Park Ridge	49	92,900	80	298
Peotone	195	58,200	236	211
Phoenix	273	26,700	268	152

MEDIAN HOME VALUE AND CONTRACT RENT OF
THE 275 SUBURBAN PLACES (Continued)

Municipality	Rank	Median Home Value**	Rank	Median Contract Rent**
Pingree Grove	248	$ 45,000	248	$193
Pistakee Hghlnds. (C)	208	56,600	39	336
Plainfield	110	68,800	185	241
Posen	265	40,600	247	196
Prairie Grove	32	116,100	265	165
Prospect Heights	50	$ 92,400	70	$307
Richmond	150	64,500	223	218
Richton Park	203	57,100	84	292
River Forest	36	111,600	106	278
River Grove	152	64,000	138	268
Riverdale	262	$ 41,600	190	$239
Riverside	58	88,600	155	259
Riverwoods	11	179,000	15	392
Robbins	275	24,900	271	117
Rockdale	269	36,800	262	179
Rolling Meadows	102	$ 71,200	70	$307
Romeoville	242	46,700	37	340
Roselle	87	76,800	59	318
Rosemont	80	78,900	166	250
Round Lake	212	53,000	213	226
Round Lake Beach	229	$ 49,300	173	$246
Round Lake Heights	255	43,500	112	276
Round Lake Park	259	42,600	173	246
St. Charles	95	73,800	124	274
Sauk Village	252	44,100	80	298
Schaumburg	72	$ 83,300	26	$354
Schiller Park	130	66,800	147	262
Shorewood	90	75,800	237	210
Skokie	68	84,400	65	311
Sleepy Hollow	38	109,700	83	295
South Barrington	1	$200,000+	47	$325
South Chicago Hts.	256	43,200	260	183
South Elgin	173	61,900	180	245
South Holland	117	67,800	228	215
Spring Grove	76	81,000	237	210
Steger	263	$ 41,200	228	$215
Stickney	189	59,800	197	235
Stone Park	214	52,700	190	239
Streamwood	147	65,000	28	351
Sugar Grove	136	66,100	193	238
Summit	237	$ 47,600	246	$199
Sunnyside	157	63,500	73	305
Symerton	266	40,500	193	238
Third Lake	114	68,000	166	250
Thornton	240	47,000	212	227
Tinley Park	144	$ 65,300	125	$273
Tower Lakes	21	146,400		d.n.a.
Union	204	56,900	220	220
Valley View	217	52,100	207	228
Venetian Village (C)	219	51,900	156	258

MEDIAN HOME VALUE AND CONTRACT RENT OF
THE 275 SUBURBAN PLACES (Continued)

Municipality	Rank	Median Home Value**	Rank	Median Contract Rent**
Vernon Hills	54	$ 90,100	37	$340
Villa Park	138	66,000	140	267
Wadsworth	62	88,000	240	208
Warrenville	122	67,200	88	289
Wauconda	162	63,000	99	282
Waukegan	225	$ 50,400	213	$226
Wayne	13	170,900	13	400
West Chicago	167	62,500	156	258
West Dundee	124	67,100	125	273
Westchester	101	71,500	42	331
Western Springs	46	$ 97,300	31	$349
Westhaven	184	60,500	24	359
Westmont	108	69,200	77	300
Wheaton	75	81,100	84	292
Wheeling	110	68,800	47	325
Wildwood (C)	167	$ 62,500	106	$278
Willow Springs	83	77,600	183	243
Willowbrook	29	118,600	25	356
Wilmette	27	121,800	19	374
Wilmington	253	44,000	251	188
Winfield	70	$ 84,000	112	$276
Winnetka	12	172,000	21	368
Winthrop Harbor	199	57,500	153	260
Wonder Lake (C)	215	52,500	183	243
Wonder Lake (Inc.)	132	66,600	105	279
Wood Dale	90	$ 75,800	159	$255
Woodridge	98	73,200	75	303
Woodstock	178	61,000	226	216
Worth	176	61,500	161	253
Zion	234	48,500	201	232

(C) - Census Designated Place.
(Inc.) - Incorporated.
n.a. - data not available due to suppression.

* Northeastern Illinois Counties Area formally Chicago SMSA.
** 1980 Values - inflation rate housing April 1980-
September 1983 - 37.0%

SOURCES: U.S. Census - 1980;
U.S. Department of Labor -
Bureau of Labor Statistics.

MEDIAN HOME VALUE AND
MEDIAN CONTRACT RENT OF THE
54 INCORPORATED AND CENSUS DESIGNATED PLACES
WITHIN THE CHICAGO-GARY-LAKE COUNTY
CMSA - NON NICA*

Showing median home value (non-condominium housing units) and median contract rent ... with towns ranked, in descending order, for each measure.

Municipality	Rank	Median Home Value**	Rank	Median Contract Rent**
Beverly Shores, IN	8	$ 66,400	45	$163
Boulder Hill, IL (C)	9	64,600	3	299
Braceville, IL	46	35,600	48	157
Burns Harbor, IN	27	46,400	31	199
Camp Lake, WI (C)	41	40,700	28	203
Carbon Hill, IL	35	$ 44,200	34	$191
Cedar Lake, IN	43	37,000	28	203
Chesterton, IN	19	52,400	15	235
Coal City, IL	31	45,100	35	188
Crown Point, IN	11	59,200	9	256
Diamond, IL	13	$ 57,200	39	$180
Dune Acres, IN	1	134,400	1	500
Dyer, IN	10	62,900	13	241
East Brooklyn, IL	39	41,100	45	163
East Chicago, IN	48	35,600	53	131
Eileen, IL	30	$ 45,300	22	$217
Gardner, IL	37	43,500	27	205
Gary, IN	53	25,200	52	142
Griffith, IN	17	54,000	4	296
Hammond, IN	42	38,100	40	178
Hebron, IN	22	$ 50,100	24	$210
Highland, IN	12	58,500	7	259
Hobart, IN	36	43,700	12	243
Kenosha, WI	28	45,700	35	188
Kinsman, IL	54	24,500	54	100
Kouts, IN	34	$ 44,400	25	$209
Lake Station, IN	52	29,700	35	188
Lisbon, IL	24	49,000	41	174
Lowell, IN	21	51,300	19	221
Mazon, IL	31	45,100	30	200
Merrillville, IN	15	$ 55,100	7	$259
Millington, IL	40	41,000	48	157
Morris, IL	18	52,500	32	198
Munster, IN	4	74,300	5	286
New Chicago, IN	51	29,900	33	196
Newark, IL	23	$ 49,500	42	$171
Ogden Dunes, IN	2	81,700	2	300
Oswego, IL	6	71,000	18	222
Paddock Lake, WI	28	45,700	26	208
Plano, IL	25	48,100	35	188
Portage, IN	20	$ 52,200	14	$236
Porter, IN	33	44,700	23	216
St. John, IN	3	80,400	16	225
Schererville, IN	5	73,400	6	280
Schneider, IN	50	31,300	44	165

MEDIAN HOME VALUE AND MEDIAN
CONTRACT RENT OF THE 54 INCORPORATED AND
CENSUS DESIGNATED PLACES WITHIN THE
CHICAGO-GARY-LAKE COUNTY CMSA - NON NICA* (Continued)

Municipality	Rank	Median Home Value**	Rank	Median Contract Rent**
Silver Lake, WI	26	$ 47,100	11	$249
South Haven, IN (C)	38	41,200	10	255
South Wilmington, IL	49	32,300	43	170
Town of Pines, IN	43	37,000	50	155
Twin Lakes, WI	16	54,700	20	220
Valparaiso, IN	14	$ 56,600	16	$225
Verona, IL	47	36,500	47	160
Whiting, IN	45	36,900	51	146
Yorkville, IL	7	68,700	20	220

(C) - Census Designated Place.

* Northeastern Illinois Counties Area formally Chicago SMSA.
** 1980 Value - inflation rate housing April 1980-September, 1983 - 37.0%.

SOURCES: U.S. Census - 1980;
U.S. Department of Labor -
Bureau of Labor Statistics.

MEDIAN HOME VALUE AND
MEDIAN CONTRACT RENT OF THE
90 INCORPORATED AND CENSUS DESIGNATED PLACES
WITHIN THE CHICAGO ADI - ILLINOIS
NON CHICAGO-GARY-LAKE COUNTY CMSA PORTION

Showing median home value (non-condominium housing units) and median contract rent ... with towns ranked, in descending order, for each measure.

Municipality	Rank	Median Home Value*	Rank	Median Contract Rent*
Aroma Park	64	$ 30,500	58	$143
Ashkum	27	42,200	26	165
Beaverville	86	22,500	85	105
Bonfield	25	42,800	26	165
Bourbonnais	4	53,700	2	224
Bradley	44	$ 37,000	16	$178
Buckingham	68	28,700	44	153
Buckley	63	31,800	84	107
Cabery	83	24,600	66	133
Campus	70	28,200	50	150
Cedar Point	51	$ 35,700	22	$170
Chatsworth	62	32,000	78	126
Chebanse	39	38,700	33	162
Cissna Park	36	39,400	70	132
Clifton	32	40,100	30	163
Cornell	54	$ 34,700	36	$158
Cortland	5	51,500	1	251
Crescent City	29	41,000	50	150
Cullom	67	28,800	74	131
Dalzell	30	40,600	26	165
Dana	86	$ 22,500	79	$123
Danforth	59	33,300	66	133
DeKalb	2	55,800	3	213
Donovan	81	24,800	81	117
Dwight	14	45,500	20	171
Earlville	50	$ 35,800	60	$139
Emington	58	33,600	55	145
Essex	38	38,900	55	145
Fairbury	22	43,200	15	180
Flanagan	26	42,300	60	139
Forrest	40	$ 38,600	63	$137
Genoa	10	46,100	11	184
Gilman	59	33,300	64	136
Grand Ridge	20	43,700	9	189
Grant Park	17	44,800	13	183
Herscher	15	$ 45,200	16	$178
Hinckley	1	59,200	10	186
Iroquois	88	20,900	83	110
Irwin	33	40,000		d.n.a.
Kangley	74	27,300	50	150
Kankakee	57	$ 34,100	20	$171
Kingston	35	39,500	37	157
Kirkland	17	44,800	30	163
LaSalle	47	36,500	49	151
Lee	47	36,500	42	154

MEDIAN HOME VALUE AND MEDIAN CONTRACT RENT
OF THE 90 INCORPORATED AND CENSUS DESIGNATED
PLACES WITHIN THE CHICAGO ADI - ILLINOIS
NON CHICAGO-GARY-LAKE COUNTY CMSA PORTION (Continued)

Municipality	Rank	Median Home Value*	Rank	Median Contract Rent*
Leland	24	$ 43,100	44	$153
Leonore	75	27,200	88	75
Loda	66	29,000	82	111
Long Point	71	27,900	59	140
Lostant	53	34,800	76	128
Malta	8	$ 46,500	6	$193
Manteno	12	45,700	24	166
Marseilles	9	46,300	19	175
Martinton	80	25,000	70	132
Mendota	22	43,200	24	166
Milford	76	$ 26,700	70	$132
Momence	43	38,000	37	157
Naplate	49	36,400	30	163
North Utica	54	34,700	50	150
Odell	51	35,700	26	165
Oglesby	42	$ 38,300	48	$152
Onarga	78	25,500	54	147
Ottawa	19	44,400	11	184
Papineau	90	20,000	66	133
Pembroke	85	23,800	80	121
Peru	21	$ 43,300	7	$190
Pontiac	28	42,000	23	168
Ransom	65	29,200	42	154
Reddick	41	38,400	55	145
Rutland	89	20,800	75	130
St. Anne	81	$ 24,800	64	$136
Sandwich	6	50,000	4	208
Saunemin	69	28,400	39	155
Seneca	13	45,600	16	178
Shabbona	16	45,100	33	162
Sheldon	71	$ 27,900	35	$159
Sheridan	31	40,400	39	155
Somonauk	7	49,100	7	190
South Streator (C)	44	37,000	44	153
Strawn	77	25,900	86	100
Streator	56	$ 34,200	39	$155
Sycamore	3	54,200	5	200
Thawville	84	24,200	86	100
Tonica	37	39,100	70	132
Troy Grove	34	39,600	62	138
Union Hill	61	$ 32,500		d.n.a.
Waterman	11	45,800	14	$181
Watseka	44	37,000	44	153
Wellington	79	25,400	66	133
Woodland	71	27,900	77	127

(C) - Census Designated Place.
* 1980 Value - inflation rate housing April 1980-
September 1983 - 37.0%.
d.n.a. - data not available due to suppression.

SOURCES: U.S. Census - 1980;
U.S. Department of Labor -
Bureau of Labor Statistics.

MEDIAN HOME VALUE AND
MEDIAN CONTRACT RENT OF THE
23 INCORPORATED AND CENSUS DESIGNATED PLACES
WITHIN THE CHICAGO ADI - INDIANA
NON CHICAGO-GARY-LAKE COUNTY CMSA PORTION

Showing median home value (non-condominium housing units) and median contract rent ... with towns ranked, in descending order, for each measure.

Municipality	Rank	Median Home Value*	Rank	Median Contract Rent*
Brook	16	$33,100	22	$110
Collegeville (C)	4	54,700	5	204
DeMotte	5	51,600	6	201
Goodland	20	30,100	19	124
Hudson Lake (C)	18	31,300	20	122
Kentland	9	$39,100	12	$159
Kingsbury	19	30,600	17	135
Kingsford Heights	22	29,200	15	143
LaCrosse	12	34,700	10	161
LaPorte	13	34,400	11	160
Long Beach	1	$71,200	1	$288
Michiana Shores	7	45,500	4	207
Michigan City	17	32,100	9	163
Morocco	21	29,900	18	126
Mt. Ayer	23	21,900	21	116
Pine Lake (C)	3	$61,900	3	$210
Pottawattomie Park	2	66,700		d.n.a.
Remington	11	34,800	16	137
Rensselaer	10	37,300	13	154
Trail Creek	6	48,900	2	243
Wanatah	8	$39,700	7	$181
Westville	13	34,400	8	169
Wheatfield	13	34,400	13	154

* 1980 Value - inflation rate housing April 1980-September, 1983 - 37.0%

(C) - Census Designated Place

d.n.a. - data not available due to suppression

SOURCES: U.S. Census - 1980;
U.S. Department of Labor -
Bureau of Labor Statistics.

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME METROPOLITAN STATISTICAL AREAS WITH POPULATIONS OF 1,000,000 OR MORE

Rank	M.S.A.	Median Household Effective Buying Income
1	Nassau - Suffolk, NY	$ 35,148
2	San Jose, CA	30,570
3	Anaheim - Santa Ana, CA	30,126
4	Washington, DC - MD - VA	30,108
5	Bergen - Passaic, NJ	30,007
6	Newark, NJ	$ 28,638
7	Houston, TX	27,689
8	Hartford - New Britain - Middletown - Bristol, CT*	27,459
9	Seattle, WA	27,285
10	Minneapolis - St. Paul, MN - WI	27,055
11	Oakland, CA	$ 26,914
12	CHICAGO, IL	26,469
13	Detroit, MI	26,280
14	San Francisco, CA	26,273
15	Boston - Lawrence - Salem - Lowell - Brockton, MA*	25,525
16	Denver, CO	$ 25,331
17	Dallas, TX	25,217
18	Fort Worth - Arlington, TX	24,983
19	Milwaukee, WI	24,807
20	St. Louis, MO - IL	24,656
21	Philadelphia, PA - NJ	$ 24,392
22	Cleveland, OH	24,265
23	Baltimore, MD	24,051
24	Pittsburgh, PA	23,706
25	Los Angeles - Long Beach, CA	23,655
26	Cincinnati, OH - IN - KY	$ 23,619
27	San Diego, CA	23,219
28	Atlanta, GA	22,958
29	Sacramento, CA	22,940
30	Indianapolis, IN	22,787
31	Columbus, OH	$ 22,560
32	Portland, OR	22,443
33	Riverside - San Bernardino, CA	22,019
34	Phoenix, AZ	21,972
35	Fort Lauderdale - Hollywood - Pompano Beach, FL	21,566
36	Norfolk - Virginia Beach - Newport News, VA	$ 21,507
37	New Orleans, LA	21,349
38	New York, NY	21,211
39	San Antonio, TX	20,982
40	Charlotte - Gastonia - Rock Hill, NC - SC	20,933
41	Miami - Hialeah, FL	$ 19,736
42	Tampa - St. Petersburg - Clearwater, FL	17,957

* Sales and Marketing Management definition.

SOURCE: Sales Management - 1983 Survey of Buying Power Estimates.

METEOROLOGICAL DATA FOR A TYPICAL
CHICAGO YEAR

Normals, Means and Extremes

(O'Hare International Airport*)

Months	TEMPERATURE				Daily Avg. Temp.	Avg. Wind Speed (M.P.H.)
	Highs		Lows			
	Avg.	Rec.	Avg.	Rec.		
January	31.1	61	14.7	-26	22.9	11.6
February	34.3	71	17.8	-17	26.1	11.5
March	44.6	87	26.7	- 8	35.7	11.9
April	59.4	91	38.2	7	48.8	12.1
May	69.7	93	47.0	24	58.4	10.5
June	79.1	99	57.0	36	68.1	9.1
July	83.1	102	60.7	40	71.9	8.1
August	82.3	99	59.9	41	71.1	8.1
September	75.4	99	52.0	28	63.7	8.7
October	65.5	91	42.0	17	53.8	9.8
November	48.3	78	30.1	1	39.2	10.8
December	35.0	71	19.2	-17	27.1	10.9
Total Year	59.0	102	38.8	-26	48.9	10.3

* Chicago's Official Weather Station Effective January 17, 1980

T - Trace (Less than 0.01 inch)

SOURCE: United States Department of Commerce: Local Climatological Data.

METEOROLOGICAL DATA FOR A TYPICAL CHICAGO YEAR

Normals, Means and Extremes

(O'Hare International Airport*)

PRECIPITATION		WEATHER CONDITIONS					
Water Equivalent (In.)	Snowfall (In.)	Clear Days	Partly Cloudy Days	Cloudy Days	Precip-itation Days	90° Days	Below 0 Days
1.70	11.1	7	6	18	11	0	8
1.30	8.0	6	6	16	10	0	3
2.52	7.5	5	9	17	13	0	0
3.38	2.1	6	8	16	13	0	0
3.41	0.1	7	10	14	11	1	0
4.15	0.0	7	11	12	10	3	0
3.46	0.0	9	13	9	10	6	0
2.73	0.0	9	11	11	9	4	0
3.01	T	9	10	11	10	2	0
2.32	0.4	9	9	13	9	0	0
2.10	2.2	6	7	17	10	0	0
1.64	9.0	6	6	19	11	0	2
31.72	40.4	86	106	173	127	16	13

NUMBER OF RETAIL ESTABLISHMENTS BY DESIGNATED CLASSIFICATION
FOR NICA* COMMUNITIES - 1977

(25,000 or more population)

LOCATION	Number of Establishments	General Merchandise	Food	Apparel	Furniture & Radio	Automotive & Filling Stations
CHICAGO	20,255	466	2,809	1,929	1,197	1,849
Addison	181	5	21	11	18	25
Arlington Heights	346	6	24	23	35	54
Aurora	706	16	65	96	70	119
Berwyn	386	11	40	26	23	55
Bolingbrook	128	3	17	10	10	10
Burbank	118	1	13	6	10	22
Calumet City	332	7	24	37	19	41
Chicago Heights	291	7	32	13	18	60
Cicero	463	17	63	21	21	57
Des Plaines	414	7	36	34	21	78
Downers Grove	264	9	22	26	30	35
Elgin	446	11	31	32	39	89
Elk Grove Village	123	2	15	8	12	18
Elmhurst	300	7	24	23	19	46
Evanston	579	13	49	53	62	63
Glenview	179	3	12	9	17	24
Hanover Park	115	4	8	15	9	10
Harvey	205	3	21	10	7	49
Highland Park	310	9	21	39	31	43

Hoffman Estates	103	3	10	7	6	16
Joliet	691	19	70	42	52	118
Lansing	182	3	16	13	21	35
Lombard	347	9	24	53	42	48
Maywood	108	1	16	2	5	26
Mount Prospect	333	11	34	42	40	36
Naperville	257	5	18	26	29	33
Niles	315	9	32	50	23	30
North Chicago	99	0	6	2	2	17
Northbrook	307	3	19	70	31	24
Oak Forest	101	2	11	3	9	15
Oak Lawn	351	15	34	28	35	66
Oak Park	403	12	44	45	40	47
Palatine	191	8	15	16	17	27
Park Forest	103	3	8	11	11	4
Park Ridge	234	6	22	34	14	33
Schaumburg	448	11	46	95	49	49
Skokie	653	22	54	111	62	66
Tinley Park	160	4	16	20	17	26
Waukegan	594	15	45	85	52	87
Wheaton	239	6	24	31	20	33
Wilmette	256	5	23	27	34	31

* Northeastern Illinois Counties Area formally Chicago SMSA.

SOURCES: U.S. Census - 1980;
U.S. Census of Retail Trade - 1977.

ESTIMATED GROSS RETAIL SALES BY DESIGNATED CLASSIFICATION FOR NICA* COMMUNITIES - 1982

(25,000 or more population)

LOCATION	Total Sales (000)	General Merchandise (000)	Food (000)	Apparel (000)	Furniture & Radio (000)	Automotive & Filling Stations (000)
CHICAGO	$11,980,306	$1,282,690	$1,215,531	$727,327	$439,108	$1,886,041
Addison	231,256	35,272	21,969	2,610	2,284	39,179
Arlington Heights	447,842	41,930	51,367	22,556	25,439	126,440
Aurora	536,198	95,090	53,199	42,057	21,104	134,483
Berwyn	173,447	16,912	11,134	14,526	7,200	48,938
Bolingbrook	91,532	14,392	20,543	7,108	1,769	22,908
Burbank	95,155	1,387	5,233	1,119	19,517	12,112
Calumet City	312,014	108,335	24,353	46,934	5,331	32,115
Chicago Heights	221,326	19,545	18,845	2,753	3,621	88,244
Cicero	200,517	5,432	24,328	4,696	4,534	63,595
Des Plaines	519,273	41,559	42,525	11,251	8,505	153,091
Downers Grove	406,571	38,635	46,695	20,320	20,705	126,436
Elgin	345,216	42,395	43,994	9,770	9,064	94,431
Elk Grove Village	458,513	13,769	16,645	4,767	4,490	90,360
Elmhurst	320,753	8,419	28,990	9,866	5,220	118,884
Evanston	289,939	25,413	39,606	14,905	17,248	89,585
Glenview	171,836	3,154	30,906	8,989	3,241	53,779
Hanover Park	85,300	20,037	21,329	2,494	2,773	9,624
Harvey	133,133	4,155	3,999	754	1,851	63,047
Highland Park	255,652	12,448	27,417	19,869	9,537	111,203

Hoffman Estates	111,029	10,040	20,448	10,563	3,774	15,698
Joliet	519,471	84,316	58,413	28,755	13,611	149,146
Lansing	121,806	15,584	13,389	2,613	5,225	32,239
Lombard	404,727	92,986	23,584	46,371	26,133	88,086
Maywood	59,567	996	12,183	244	544	24,870
Mount Prospect	340,466	79,069	42,491	33,045	12,038	47,383
Naperville	232,443	16,118	43,558	9,378	8,600	54,769
Niles	397,676	59,055	37,131	25,838	26,742	59,915
North Chicago	56,493	653	5,685	357	254	9,632
Northbrook	327,597	45,591	25,257	73,375	27,160	58,960
Oak Forest	70,089	1,075	16,736	109	1,792	20,595
Oak Lawn	407,833	55,973	55,066	20,552	16,462	134,802
Oak Park	211,394	13,759	32,556	17,643	11,622	67,147
Palatine	184,563	13,503	29,900	4,468	9,980	33,330
Park Forest	70,850	27,024	17,738	1,594	434	3,841
Park Ridge	177,476	2,864	32,721	6,543	3,339	92,335
Schaumburg	1,110,956	151,571	43,198	76,210	57,853	240,558
Skokie	543,864	111,412	33,486	66,622	28,536	101,923
Tinley Park	123,012	23,951	20,343	9,078	3,825	29,096
Waukegan	433,240	66,763	40,776	25,159	19,839	127,260
Wheaton	139,237	5,728	21,838	8,986	8,059	53,906
Wilmette	143,808	26,215	20,639	13,266	7,347	29,973

* Northeastern Illinois Counties Area formally Chicago SMSA.
SOURCES: U.S. Census - 1980;
State of Illinois Department of Revenue.

RETAIL SALES -- YEAR 1982

COOK COUNTY COMPARED WITH NICA TOTAL

Business Classification	Sales ($000's) Cook County	Balance of NICA	Total NICA
Total Retail Sales	$24,032,004	$10,290,634	$34,322,638
% of Total NICA	70.0%	30.0%	100.0%
All Food Stores	$ 5,418,592	$ 2,184,585	$ 7,603,177
% of Total NICA	71.3%	28.7%	100.0%
Supermarkets	$ 5,023,978	$ 2,102,024	$ 7,126,002
% of Total NICA	70.5%	29.5%	100.0%
Eating & Drinking Places	$ 2,742,916	$ 1,031,059	$ 3,773,975
% of Total NICA	72.7%	27.3%	100.0%
All General Merchandise Stores	$ 3,388,609	$ 1,321,077	$ 4,709,686
% of Total NICA	71.9%	28.1%	100.0%
Department Stores	$ 3,098,095	$ 1,179,653	$ 4,277,748
% of Total NICA	72.4%	27.6%	100.0%
Apparel & Accessory Stores	$ 1,652,008	$ 434,746	$ 2,086,754
% of Total NICA	79.2%	20.8%	100.0%

(Continued on Page 86)

RETAIL SALES -- YEAR 1982

NICA COMPARED WITH ILLINOIS TOTAL

Business Classification	Sales ($000's) NICA	Balance of State	Total Illinois
Total Retail Sales	$34,322,638	$18,986,258	$53,308,896
% of Total State	64.4%	35.6%	100.0%
All Food Stores	$ 7,603,177	$ 4,617,091	$12,220,268
% of Total State	62.2%	37.8%	100.0%
Supermarkets	$ 7,126,002	$ 4,395,914	$11,521,916
% of Total State	61.8%	38.2%	100.0%
Eating & Drinking Places	$ 3,773,975	$ 1,893,997	$ 5,667,972
% of Total State	66.6%	33.4%	100.0%
All General Merchandise Stores	$ 4,709,686	$ 2,569,904	$ 7,279,590
% of Total State	64.7%	35.3%	100.0%
Department Stores	$ 4,277,748	$ 2,012,042	$ 6,289,790
% of Total State	68.0%	32.0%	100.0%
Apparel & Accessory Stores	$ 2,086,754	$ 706,931	$ 2,793,685
% of Total State	74.7%	25.3%	100.0%

(Continued on Page 87)

RETAIL SALES -- YEAR 1982

COOK COUNTY COMPARED WITH NICA TOTAL

(Continued)

Business Classification	Sales ($000's) Cook County	Balance of NICA	Total NICA
All Furniture/Home Furnishings/Appliance Stores	$ 1,008,600	$ 429,085	$1,437,685
% of Total NICA	70.2%	29.8%	100.0%
Furniture & Home Furnishings Only	$ 608,861	$ 262,471	$ 871,332
% of Total NICA	69.9%	30.1%	100.0%
Automotive Dealers	$ 3,116,086	$1,655,534	$4,771,620
% of Total NICA	65.3%	34.7%	100.0%
Gasoline Service Stations	$ 1,949,620	$ 951,730	$2,901,350
% of Total NICA	67.2%	32.8%	100.0%
Building Materials & Hardware Dealers	$ 664,893	$ 552,498	$1,217,391
% of Total NICA	54.6%	45.4%	100.0%
Drug Stores	$1,075,937	$ 390,695	$1,466,632
% of Total NICA	73.4%	26.6%	100.0%
All Other	$3,014,743	$1,339,625	$4,354,368
% of Total NICA	69.2%	30.8%	100.0%

SOURCE: Sales Management - 1983 Survey of Buying Power Estimates.

RETAIL SALES -- YEAR 1982

NICA COMPARED WITH ILLINOIS TOTAL

(Continued)

Business Classification	Sales ($000's) NICA	Balance of State	Total Illinois
All Furniture/Home Furnishings/Appliance Stores	$ 1,437,685	$ 753,005	$2,190,690
% of Total State	65.6%	34.4%	100.0%
Furniture & Home Furnishings Only	$ 871,332	$ 432,050	$1,303,382
% of Total State	66.9%	33.1%	100.0%
Automotive Dealers	$ 4,771,620	$2,919,942	$7,691,562
% of Total State	62.0%	38.0%	100.0%
Gasoline Service Stations	$ 2,901,350	$1,924,711	$4,826,061
% of Total State	60.1%	39.9%	100.0%
Building Materials & Hardware Dealers	$ 1,217,391	$1,225,484	$2,442,875
% of Total State	49.8%	50.2%	100.0%
Drug Stores	$ 1,466,632	$ 647,040	$2,113,672
% of Total State	69.4%	30.6%	100.0%
All Other	$ 4,354,268	$1,728,153	$6,082,521
% of Total State	71.6%	28.4%	100.0%

SOURCE: Sales Management - 1983 Survey of Buying Power Estimates.

Again in 1982, among the Nation's

TOP TWO MARKETS

Chicago Rates First in . . . . . .

. . . Income per household

. . . Total Retail Sales per household

. . . Food Store Sales per household

. . . General Merchandise Store Sales per household

. . . Department Store Sales per household

. . . Drug Store Sales per household

. . . Building Material/Hardware Store Sales per household

. . . Furniture/Home Furnishings/Appliance Store Sales per household

. . . Automotive Dealer Sales per household

. . . Gasoline Service Station Sales per household

	New York*	Chicago**
Population	8,952,600	7,119,100
Households	3,531,100	2,544,600
Effective Buying Income		
Total (000)	$94,559,684	$76,551,479
Per Household	$ 26,779	$ 30,084
Retail Sales		
Total Retail Sales (000)	$35,860,836	$34,322,638
Per Housenold	$ 10,156	$ 13,488
Food Stores (000)	$ 9,757,605	$ 7,603,177
Per Household	$ 2,763	$ 2,988
General Merchandise Stores (000)	$ 4,449,189	$ 4,709,686
Per Household	$ 1,260	$ 1,851
Department Stores (000)	$ 3,830,500	$ 4,277,748
Per Household	$ 1,085	$ 1,681
Drug Stores (000)	$ 894,261	$ 1,466,632
Per Household	$ 253	$ 576
Building Material/Hardware Stores (000)	$ 650,134	$ 1,217,391
Per Household	$ 184	$ 478
Furniture/Home Furnishings/ Appliance Stores (000)	$ 1,875,063	$ 1,437,685
Per Household	$ 531	$ 565
Automotive Dealer Sales (000)	$ 3,221,341	$ 4,771,620
Per Household	$ 912	$ 1,875
Gasoline Service Station Sales (000)	$ 2,023,554	$ 2,901,350
Per Household	$ 573	$ 1,140

* New York PMSA and Bergen County, NJ (former New York SMSA)
** Northeastern Illinois Counties Area.

SOURCE: Sales Management - 1983 Survey of Buying Power Estimates.

$7,603,177,000 SPENT IN FOOD STORES

in the Northeastern Illinois Counties Area

means that

MORE DOLLARS ARE SPENT IN

FOOD STORES ALONE

in the NICA*

than are spent

in ALL RETAIL STORES

in the MSA's of

	Total Retail Sales**
Riverside-San Bernardino	$ 7,576,898,000
Bergen-Passaic	$ 7,396,352,000
Fort Lauderdale-Hollywood-Pompano Beach	$ 6,789,624,000
Milwaukee	$ 6,755,472,000
Portland, OR	$ 6,648,796,000
Cincinnati	$ 6,622,574,000
Indianapolis	$ 6,288,115,000
Sacramento	$ 6,137,156,000
Fort Worth-Arlington	$ 6,103,706,000
Columbus, OH	$ 6,039,521,000

--- and in all but 27 of the 314 metropolitan markets for which Sales Management estimated sales for 1982.

* Northeastern Illinois Counties Area formally Chicago SMSA.

** "Total Retail Sales" includes money spent for new and used automobiles - - - for gasoline - - - for lumber and building supplies, and for everything else you might think of.

SOURCE: Sales Management - 1983 Survey of Buying Power Estimates.

CONSUMER PRICE INDEXES FOR ALL URBAN CONSUMERS

FOR "FOOD AT HOME" AND FOR "ALL ITEMS"

--CHICAGO* AND U.S. CITY AVERAGE, COMPARED--

Selected Months, and Yearly Averages,
1960-1965-1970-1975-1980-1981-1982-1983

(1967 = 100.0)

	March	June	Sept.	Dec.	Year Average
FOOD AT HOME					
Chicago					
1960	87.0	90.1	89.5	90.4	89.0
1965	92.7	96.3	95.5	96.9	94.7
1970	114.7	115.1	114.2	113.3	114.4
1975	173.4	172.6	176.6	181.4	175.9
1980	247.5	249.9	260.7	265.6	253.5
1981	269.7	268.1	268.9	267.8	268.6
1982	271.8	278.2	272.7	270.6	273.4
1983	272.5	271.0	270.2		
U.S. City Average					
1960	87.9	90.2	89.9	91.0	89.6
1965	93.5	96.9	96.2	97.0	95.5
1970	113.4	114.0	114.2	113.4	113.7
1975	171.4	174.9	178.2	180.9	175.8
1980	243.6	248.0	258.9	263.9	251.5
1981	268.6	268.7	273.2	271.7	269.9
1982	277.1	282.6	280.6	277.8	279.2
1983	281.9	283.0	282.5		
ALL ITEMS					
Chicago					
1960	90.2	90.8	91.0	91.2	90.7
1965	93.9	95.0	95.1	95.8	94.7
1970	114.3	115.8	117.8	119.2	116.3
1975	155.6	156.5	159.6	161.3	157.6
1980	235.5	248.2	250.1	260.3	245.5
1981	259.7	269.1	276.9	273.9	269.0
1982	276.4	291.8	294.0	293.1	287.4
1983	293.7	298.6	303.0		
U.S. City Average					
1960	88.0	88.7	88.8	89.3	88.7
1965	93.7	94.7	94.8	95.4	94.5
1970	114.5	116.3	117.5	119.1	116.3
1975	157.8	160.6	163.6	166.3	161.2
1980	239.8	247.6	251.7	258.4	246.8
1981	265.1	271.3	279.3	281.5	272.4
1982	283.1	290.6	293.3	292.4	289.1
1983	293.4	298.1	301.8		

* Northeastern Illinois Counties Area
Gary-Hammond, IN PMSA

SOURCE: U.S. Department of Labor -
Bureau of Labor Statistics.

FOOD TAKES LESS OF THE FAMILY'S BUDGET

THE U.S. DEPARTMENT OF LABOR COUNTED FOOD AT ONE-THIRD OF THE CITY WORKER'S COST OF LIVING IN 1950. BY 1982, THE DEPARTMENT PUT THE PORTION REQUIRED FOR FOOD AT 19.0%, AND THIS, IN SPITE OF CHANGES AND REFINEMENTS IN THE PROCESSING AND PACKING OF MANY ITEMS.

Here's the record of the relative importance of major groups used by the Department of Labor in measuring cost of living . . . at the dates of major weight revisions:

Relative Importance of Major Groups of the Consumer Price Index for all Urban Consumers, U.S. City Average, at Dates of Major Weight Revisions:

Group	1935-39	December 1952	December 1963	December 1977
All items	100.0	a-100.0	100.0	100.0
Food and Beverages	35.4	29.6	22.4	b- 18.8
Housing	c- 33.7	a- 32.5	33.2	43.9
Apparel and Upkeep	d- 11.0	9.2	e- 10.6	5.8
Transportation	8.2	11.3	13.9	18.0
Medical Care	4.0	5.1	5.7	5.0
Entertainment	-	-	-	4.1
Other Goods and Services	2.4	5.0	5.1	4.4

a. Including home purchase, previously excluded from index coverage.
b. Including beverages, previously excluded from index coverage.
c. Including radios, transferred to reading and recreation as of January, 1950.
d. Including laundry and dry cleaning, transferred to housing as of December, 1952.
e. Including dry cleaning and one-half the weight of laundry service included in housing in December, 1952.

Note: The Bureau of Labor Statistics reported, however, that the relative importance of the "Food" group, as of December, 1982 was 18.96% . . . comprised of the following:

Food and Beverages			20.07%
Food			18.96%
Food at home		12.87%	
Cereals & bakery products	1.70%		
Meats, poultry, fish & eggs	4.22%		
Dairy products	1.70%		
Fruits & vegetables	1.86%		
Fats & oils	.35%		
Sugar & sweets	.49%		
Non-alcoholic beverages	1.41%		
Other prepared foods	1.14%		
Food away from home		6.10%	
Alcoholic Beverages			1.11%

Note: Individual percentages may not equal total due to standard rounding procedure.

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

AVERAGE ANNUAL PRODUCERS PRICE INDEXES
FOR "ALL COMMODITIES" AND FOR GROUPINGS OF PROCESSED FOODS
--SELECTED PERIODS SINCE 1950--
(1967 = 100.0)

YEAR	All Commodities	PROCESSED FOODS					
		Cereal & Bakery Prod.	Meats, Poultry & Fish	Dairy Products	Processed Fruits & Vegetables	Sugar and Confectionery	Beverages & Beverage Materials
1950	81.8	71.6	97.7	68.9	86.6	75.3	78.4
1955	87.8	84.1	81.6	77.1	91.5	85.2	93.1
1960	94.9	88.1	93.1	86.1	92.8	90.1	92.8
1965	96.6	93.1	96.2	89.0	95.2	96.5	99.2
1970	110.4	107.7	115.8	111.2	110.6	115.8	113.0
1971	114.0	111.6	116.0	115.6	114.4	119.4	116.0
1972	119.1	114.7	130.0	118.6	119.7	121.6	118.0
1973	134.7	134.4	167.5	131.1	129.6	132.3	121.7
1974	160.1	171.2	163.5	146.4	154.6	258.9	140.7
1975	174.9	178.0	191.0	155.8	169.8	254.3	162.4
1976	183.0	172.1	181.6	168.5	170.2	190.9	173.5
1977	194.2	173.4	182.0	173.4	187.4	177.4	201.0
1978	209.3	190.3	217.1	188.4	202.6	197.8	200.0
1979	235.6	210.3	242.0	211.2	221.9	214.7	210.7
1980	268.8	236.0	243.1	230.6	228.7	322.5	233.0
1981	293.4	255.5	246.2	245.6	261.2	270.3	248.0
1982	299.3	253.8	257.6	248.9	274.5	269.7	256.9
1983 (Nine Months)	302.2	259.6	253.2	250.6	275.9	291.2	262.6
1983 by Months							
January	299.9	257.3	252.3	250.7	274.8	282.1	260.1
February	300.9	256.8	261.0	250.9	274.3	286.4	261.3
March	300.6	256.9	260.7	250.7	274.9	283.7	262.0
April	300.6	258.8	259.1	251.0	273.7	287.4	263.0
May	301.5	259.1	257.8	250.9	275.3	289.9	263.6
June	302.5	260.0	250.3	250.4	276.8	296.0	262.8
July	303.2	261.9	248.2	250.3	277.0	296.4	263.0
August	304.9	262.6	245.1	250.4	278.2	298.9	263.4
September	305.3	263.2	244.3	250.5	278.1	300.1	264.5

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics (nine months for 1983 are our computations.)

COMPARISON OF CHANGES IN FOOD PRICES FOR THE UNITED STATES AND SELECTED AREAS
Consumer Price Indexes for All Urban Consumers for September, 1983
(1967 = 100.0)

Area	FOOD AT HOME					
	Total	Cereal & Bakery Prod.	Meats, Poultry, Fish & Eggs	Dairy Products	Fruits & Vegetables	Other Foods
United States City Average	282.5	293.7	258.7	250.2	297.6	340.7
Anchorage	259.8	266.3	238.8	251.4	243.1	316.5
Atlanta	294.0	300.3	245.8	284.0	330.3	358.0
Baltimore	273.8	296.1	246.8	235.3	287.6	340.0
Boston	264.3	293.2	252.4	225.9	270.2	309.0
Buffalo	279.1	271.9	249.1	250.6	297.2	350.2
Chicago	270.2	289.7	250.8	237.2	284.6	324.5
Cincinnati	305.6	347.8	265.3	263.9	319.0	379.7
Cleveland	290.5	299.1	276.0	257.2	281.1	352.3
Dallas	286.1	292.6	252.0	258.6	295.1	348.3
Denver	268.1	290.4	233.6	260.9	279.3	322.4
Detroit	271.8	300.6	254.7	245.5	257.7	330.5
Honolulu	306.3	290.3	284.5	288.4	334.8	358.9
Houston	298.8	285.2	284.9	283.1	310.2	336.4
Kansas City	273.7	296.7	247.0	252.0	282.2	319.9
Los Angeles - Long Beach	284.3	298.6	262.3	245.9	275.9	353.9
Milwaukee	271.2	300.4	260.9	257.7	264.8	297.2
Minneapolis	274.6	313.9	243.1	261.6	272.3	310.5
New York	290.3	294.4	255.7	260.2	322.6	365.1
Northeast Pennsylvania	272.4	276.5	263.8	241.1	276.9	322.7
Philadelphia	280.8	303.0	254.4	245.9	297.6	347.3
Pittsburgh	285.5	297.1	263.7	231.0	306.6	348.8
Portland, OR	275.8	287.7	272.9	216.0	269.2	348.0
St. Louis	283.8	307.4	254.0	258.8	306.2	336.1
San Diego	274.5	296.6	252.0	242.8	282.6	325.6
San Francisco	283.4	310.3	261.6	244.9	282.5	350.3
Seattle	288.9	307.1	272.6	259.4	251.8	365.4
Washington	300.5	313.3	270.9	224.1	341.1	379.9

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

WHAT HAPPENED TO PRICES IN CHICAGO

IN THE LAST 10 YEARS? . . . LAST 5 YEARS? . . . LAST YEAR?

Product or Service Group	Consumer Price Indexes For All Urban Consumers September of Each Year 1973	1978	1982	1983	Percent Increase In Past 10 Yrs.	5 Yrs.	Year
All Items	134.6	193.8	294.0	303.0	125.1%	56.3%	3.1%
* Food	149.9	218.2	280.1	280.7	87.3%	28.6%	0.2%
Housing	130.2	192.2	325.5	337.9	159.5%	75.8%	3.8%
Apparel and Upkeep	128.0	147.7	165.9	172.8	35.0%	17.0%	4.2%
** Transportation	127.9	190.6	294.0	299.9	134.5%	57.3%	2.0%
Medical Care	137.9	222.7	334.3	366.0	165.4%	64.3%	9.5%
*** Food Breakdown**							
Food at home	151.6	218.2	272.7	270.2	78.2%	23.8%	-0.9%
Cereals & Bakery Prod.	136.8	206.7	284.4	289.7	111.8%	40.2%	1.9%
Meats, Poultry, Fish	179.4	223.3	275.8	257.3	43.4%	15.2%	-6.7%
Dairy Products	132.4	188.8	231.1	237.2	79.2%	25.6%	2.6%
Fruits and Vegetables	137.8	224.0	268.4	284.6	106.5%	27.1%	6.0%
Other Foods at home	137.5	258.6	326.9	324.5	136.0%	25.5%	-0.7%
Foods away from home	143.1	220.5	299.3	306.6	114.3%	39.0%	2.4%
**** Transportation Breakdown**							
Private Transportation	122.7	190.6	284.5	291.7	137.7%	53.0%	2.5%
Public Transportation	160.6	187.6	390.0	381.3	137.4%	103.3%	-2.2%

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

CHICAGO-GARY-LAKE COUNTY SUBURBAN CMSA ZIP CODES

Northeastern Illinois Counties Area	
Municipality	Zip Code
Abbott Park	60064
Addison	60101
Alden	60001
Algonquin	60102
Algonquin Shores	60102
Alsip	60658
Andres	60468
Antioch	60002
Aptakisic	60069
Arbury Hills	60448
Argo	60501
Argonne	60439
Arlington Heights	60004
	60005
	60006
Aurora	60504
	60505
	60506
	60507
	60538
Bannockburn	60015
Barrington	60010
Barrington Hills	60010
Bartlett	60103
Batavia	60510
Bedford Park	60501
	60638
Beecher	60401
Bellwood	60104
Bensenville	60106
Berkeley	60163
Berwyn	60402
Big Foot Prairie	60033
Big Rock	60511
Biltmore	60010
Bloomingdale	60108
Blue Island	60406
Bolingbrook	60439
Braidwood	60408
Bridgeview	60455
Broadview	60153
Brookfield	60513
Buffalo Grove	60090
Bull Valley	60014
	60050
	60098
Burbank	60459
Burlington	60109
Burnham	60633
Burr Ridge	60521
Burton Bridge	60014
	60050
Calumet City	60409
Calumet Park	60643
Carol Stream	60187
Carpentersville	60110
Cary	60013
Channahon	60410
Channel Lake	60002
Chemung	60033
Chicago Heights	60411
Chicago Ridge	60415
Cicero	60650

Northeastern Illinois Counties Area	
Municipality	Zip Code
Clarendon Hills	60514
Cloverdale	60103
Country Club Hills	60477
Countryside	60525
Crest Hill	60435
Crestwood	60445
Crete	60417
Crooked Lake	60046
Crystal Lake	60014
Cuba	60010
Custer Park	60418
Darien	60559
Deep Lake	60046
Deer Park	60010
Deerfield	60015
Des Plaines	60016
	60017
	60018
Diamond Lake	60060
Dixmoor	60426
Dolton	60419
Downers Grove	60515
	60516
Downey	60064
East Chicago Hts.	60411
East Dundee	60118
East Hazelcrest	60429
Echo Lake	60047
Elburn	60119
Elgin	60120
Elk Grove Townsnip	60007
Elk Grove Village	60007
Elmhurst	60126
Elmwood Park	60635
Elwood	60421
Eola	60519
Evanston	60201
	60202
	60204
Evergreen Park	60642
Fairmont	60441
Flossmoor	60422
Forest Lake	60047
Forest Park	60130
Forest View	60402
Forrestal Village	60088
Fort Sheridan	60037
Fox Lake	60020
Fox Lake Hills	60020
	60046
Fox River Grove	60021
Fox Rvr. Vly. Grdns.	60010
Frankfort	60423
Franklin Park	60131
Gages Lake	60030
Geneva	60134
Gilberts	60136
Gilmer	60060
Glen Ellyn	60137
Glencoe	60022
Glendale Heights	60137
Glenview	60025
Glenview Nvl Air Stn	60026

CHICAGO-GARY-LAKE COUNTY SUBURBAN CMSA ZIP CODES (Continued)

Northeastern Illinois Counties Area

Municipality	Zip Code
Glenwood	60425
Godley	60407
Golf	60029
Goodenow	60401
Grandwood Park	60031
Grass Lake	60002
Grayslake	60030
Great Lakes	60088
Green Oaks	60048
Gurnee	60031
Hainesville	60030
Half Day	60069
Halsey Village	60088
Hampshire	60140
Hanover Park	60103
Harvard	60033
Harvey	60426
Harwood Heights	60631
	60634
	60656
Hawthorn Farm	60048
Hawthorn Woods	60047
Hazel Crest	60429
Hebron	60034
Hickory Hills	60457
Highland Park	60035
Highwood	60040
Hillside	60162
Hines	60141
Hinsdale	60521
Hodgkins	60525
Hoffman Estates	60194
	60195
Holbrook	60411
Holiday Hills	60050
Hometown	60456
Homewood	60430
Hubbard Woods	60093
Huntley	60142
Indian Creek	60061
Indian Head Park	60525
Ingleside	60041
Inverness	60067
Island Lake	60042
Itasca	60143
Ivanhoe (Cook)	60627
Ivanhoe (Lake)	60060
Johnsburg	60050
Joliet	60431
	60432
	60433
	60434
	60435
	60436
Justice	60458
Kaneville	60144
Keeneyville	60172
Kenilworth	60043
Kildeer	60047
La Fox	60147
La Grange	60525
La Grange Highlands	60525
La Grange Park	60525
Lake Barrington	60010
Lake Bluff	60044

Northeastern Illinois Counties Area

Municipality	Zip Code
Lake Bluff Junction	60044
Lake Catherine	60002
Lake Forest	60045
Lake-in-the-Hills	60102
Lake Marie	60002
Lake Villa	60046
Lake Zurich	60047
Lakemoor	60050
Lakewood	60014
Lansing	60438
Lawrence	60033
Lemont	60439
Libertyville	60048
Lily Lake	60151
Lincoln Fields	60417
Lincolnshire	60015
Lincolnwood	60645
	60646
	60659
Lindenhurst	60046
Lisle	60532
Lockport	60441
Lombard	60148
Long Grove	60047
Long Lake	60041
Loon Lake	60002
Lynwood	60411
Lyons	60534
Manhattan	60442
Maple Park	60151
Marengo	60152
Markham	60426
Marley	60451
Matteson	60443
Maywood	60153
McCook	60525
McCullom Lake	60050
McGaw Park	60085
McHenry	60050
McHenry Shores	60050
Medinah	60157
Melrose Park	60160
	60161
Merrionette Park	60655
Mettawa	60045
Midlothian	60445
Millburn	60046
Minooka	60447
Mokena	60448
Monee	60449
Montgomery	60538
Mooseheart	60539
Morton Grove	60053
Mt. Prospect	60056
Mundelein	60060
Naperville	60540
	60565
	60566
New Lenox	60451
Niles	60648
Nimitz Village	60088
Norridge	60631
	60634
	60656
North Antioch	60002

CHICAGO-GARY-LAKE COUNTY SUBURBAN CMSA ZIP CODES (Continued)

Northeastern Illinois Counties Area	
Municipality	Zip Code
North Aurora	60542
North Barrington	60010
North Chicago	60064
North Riverside	60546
Northbrook	60062
Northfield	60093
Northlake	60164
Oak Brook	60521
Oak Forest	60452
Oak Lawn	60453
	60454
Oak Park	60301
	60302
	60303
	60304
Oakbrook Terrace	60181
Oakwood Hills	60013
Old Mill Creek	60002
Olympia Fields	60461
Ontarioville	60103
Orland Park	60462
Otto Mall	60411
Palatine	60067
	60074
	60078
Palos Heights	60463
Palos Hills	60465
Palos Park	60464
Park City	60085
Park Forest	60466
Park Forest South	60466
Park Ridge	60068
Peotone	60468
Petite Lake	60002
Phoenix	60426
Pingree Grove	60140
Pistakee	60050
Pistakee Heights	60050
Pistakee Highlands	60050
Plainfield	60544
Plato Center	60170
Posen	60469
Prairie Grove	60014
Prairie View	60069
Prospect Heights	60070
Ravinia	60035
Richardson	60151
Richmond	60071
Richton Park	60471
Ridgefield	60014
	60098
Ringwood	60072
River Forest	60305
River Grove	60171
Riverdale	60627
Riverside	60546
Riverwoods	60015
Robbins	60472
Rockdale	60431
	60436
Rolling Meadows	60008
Romeoville	60441
Rondout	60048
Rosecrans	60002
Roselle	60172

Northeastern Illinois Counties Area	
Municipality	Zip Code
Rosemont	60018
Round Lake	60073
Round Lake Beach	60073
Round Lake Heights	60073
Round Lake Park	60073
Russell	60075
St. Charles	60174
Sauk Village	60411
Schaumburg	60172
	60193
	60194
	60195
Schiller Park	60176
Shorewood	60431
	60435
	60436
Silver Lake	60013
Skokie	60076
	60077
	60203
Sleepy Hollow	60118
Solon Mills	60080
South Barrington	60010
	60195
South Chicago Hts.	60411
South Elgin	60177
South Holland	60473
South Park	60505
	60538
Spring Grove	60081
Steger	60475
Stickney	60402
Stone Park	60165
Streamwood	60103
Sugar Grove	60554
Summit	60501
Sunnyside	60050
Sylvan Lake	60060
Symerton	60481
Techny	60082
Third Lake	60046
Thornton	60476
Timber Lake	60010
Tinley Park	60477
Tower Lakes	60010
Udina	60120
Union	60180
Valley View	60174
Venetian Village	60046
Vernon Hills	60061
Villa Park	60181
Virgil	60182
Volo	60073
Wadsworth	60083
Warrenville	60555
Wasco	60183
Wauconda	60084
Waukegan	60085
	60087
Wayne	60184
West Chicago	60185
West Dundee	60118
Westchester	60153
Western Springs	60558
Westhaven	60477

CHICAGO-GARY-LAKE COUNTY SUBURBAN CMSA ZIP CODES (Continued)

Northeastern Illinois Counties Area

Municipality	Zip Code
Westmont	60559
Wheaton	60187
Wheeling	60090
Wildwood	60030
Willow Springs	60480
Willowbrook	60514
	60521
Wilmette	60091
Wilmington	60481
Wilson	60085
Wilton Center	60481
Winfield	60190
Winnetka	60093
Winthrop Harbor	60096
Wireton	60406
Wonder Lake	60097
Wood Dale	60191
Woodfield Mall	60195
Woodridge	60517
Woodstock	60098
Wooster Lake	60041
Worth	60482
York Center	60148
Yorkfield	60126
Zion	60099

Non NICA-Illinois

Boulder Hill	60538
Braceville	60407
Bristol	60512
Carbon Hill	60416
Coal City	60416
Diamond	60416
East Brooklyn	60416
Eileen	60416
Gardner	60424
Kinsman	60437
Lisbon	60541
Mazon	60444
Millbrook	60536
Millington	60537
Morris	60450
Newark	60541
Oswego	60543
Plano	60545
Plattville	60560
South Wilmington	60474
Verona	60479
Yorkville	60560

Gary-Hammond PMSA

Beverly Shores	46301
Boone Grove	46302
Buffington	46406
Burns Harbor	46304
Cedar Lake	46303
Chesterton	46304
Chicago Avenue	46312
Crown Point	46307
Dune Acres	46304
Dyer	46311
East Cedar Lake	46303

Gary-Hammond PMSA

Municipality	Zip Code
East Chicago	46312
Gary	46401
	46402
	46403
	46404
	46406
	46407
	46408
	46409
Griffith	46319
Hammond	46320
	46323
	46324
	46325
	46326
	46327
Harbor	46312
Hebron	46341
Highland	46322
Hobart	46342
Kouts	46347
Lake Dalecarlia	46356
Lake Station	46405
LeRoy	46355
Lowell	46356
Merrillville	46410
Munster	46321
New Chicago	46342
New Elliott	46319
Ogden Dunes	46368
Portage	46368
Porter	46304
St. John	46373
Schererville	46375
Schneider	46376
Shelby	46377
South Haven	46383
Town of Pines	46360
Valparaiso	46383
Wheeler	46393
Whiting	46394

Kenosha PMSA

Bassett	53101
Benet Lake	53102
Bristol	53104
Camp Lake	53109
Kenosha	53140
	53141
	53142
	53143
New Munster	53152
Paddock Lake	53168
Pleasant Prairie	53158
Powers Lake	53159
Salem	53168
Silver Lake	53170
Somers	53171
Trevor	53179
Twin Lakes	53181
Wilmot	53192
Woodworth	53194

CHICAGO ADI -
ILLINOIS NON CHICAGO-GARY-LAKE COUNTY CMSA ZIP CODES

Municipality	Zip Code
Ancona	61311
Aroma Park	60910
Ashkum	60911
Beaverville	60912
Blackstone	61313
Bonfield	60913
Bourbonnais	60914
Bradley	60915
Buckingham	60917
Buckley	60918
Cabery	60919
Campus	60920
Cedar Point	61316
Chatsworth	60921
Chebanse	60922
Cissna Park	60924
Clare	60111
Claytonville	60926
Clifton	60927
Cornell	61319
Cortland	60112
Crescent City	60928
Cullom	60929
Dalzell	61320
Dana	61321
Danforth	60930
DeKalb	60115
Donovan	60931
Dwight	60420
Earlville	60518
Emington	60934
Esmond	60129
Essex	60935
Fairbury	61739
Flanagan	61740
Forrest	61741
Genoa	60135
Gilman	60938
Goodwine	60939
Grand Ridge	61325
Grant Park	60940
Graymont	61743
Herscher	60941
Hinckley	60520
Hopkins Park	60944
Iroquois	60945
Irwin	60901
Kangley	61364
Kankakee	60901
Kingston	60145
Kirkland	60146
LaSalle	61301
Lee	60530
Leland	60531
Leonore	61332
Loda	60948
Long Point	61333
Lostant	61334
Malta	60150
Manteno	60950
Manville	61339
Marseilles	61341
Martinton	60951
Mendota	61342
Milford	60953
Momence	60954
Naplate	61350
North Utica	61373
Odell	60460
Oglesby	61348
Onarga	60955
Ottawa	61350
Papineau	60956
Pembroke	60944
	60964
Peru	61354
Pontiac	61764
Ransom	60470
Reddick	60961
Rutland	61358
St. Anne	60964
Sandwich	60548
Saunemin	61769
Seneca	61360
Serena	60549
Shabbona	60550
Sheldon	60966
Sheridan	60551
Somonauk	60552
South Streator	61364
Southtowne	61350
Stockland	60967
Strawn	61775
Streator	61364
Sycamore	60178
Thawville	60968
Tonica	61370
Triumph	61371
Troy Grove	61372
Union Hill	60969
Utica	61373
Waterman	60556
Watseka	60970
Wedron	60557
Wellington	60973
Wichert	60965
Woodland	60974

CHICAGO ADI - INDIANA NON
CHICAGO-GARY-LAKE COUNTY CMSA ZIP CODES

Municipality	Zip Code
Brook	47922
Collegeville	47978
DeMotte	46310
Fair Oaks	47943
Goodland	47948
Hanna	46340
Hudson Lake	46552
Karwick	46360
Kentland	47951
Kingsbury	46345
Kingsford Heights	46346
LaCrosse	46348
LaPorte	46350
Lake Village	46349
Long Beach	46360
Marquette Mall	46360
Michiana Shores	46360
Michigan City	46360
Mill Creek	46365
Morocco	47963
Mt. Ayr	47964
Utis	46367
Parr	47972
Pine Lake	46350
Pottawattomie Park	46360
Remington	47977
Rensselaer	47978
Rolling Prairie	46371
Roselawn	46372
Stillwell	46351
Sumava Resorts	46379
Tefft	46380
Thayer	46381
Trail Creek	46360
Union Mills	46382
Wanatah	46390
Westville	46391
Wheatfield	46392

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Belvidere Mall Shopping Center 2107 W. Belvidere Road Waukegan, IL 60085	Lake, IL 35 N.	300,000	Montgomery Ward & Co.
Brementowne Mall 159th Street and Oak Park Avenue Tinley Park, IL 60477	Cook 21 S.W.	400,000	Gately's Dept. Store
Brickyard, The 6465 W. Diversey Avenue Chicago, IL 60635	Cook 10 N.W.	876,000	K-Mart J.C. Penney Co. Montgomery Ward & Co.
Century Mall U.S. 30 and Indiana 53 Merrillville, IN 46410	Lake, IN 32 S.E.	401,134	Montgomery Ward & Co.
Cermak Plaza Cermak Road and Harlem Avenue Berwyn, IL 60402	Cook 10 W.	327,000	Sears Roebuck & Co.
Chicago Ridge Mall 95th Street and Ridgeland Avenue Chicago Ridge, IL 60415	Cook 15 S.W.	900,000	Sears Roebuck & Co.
Deerbrook Mall Lake-Cook and Waukegan Roads Deerfield, IL 60015	Cook 22 N.	507,000	Montgomery Ward & Co. Venture, Inc.
Edens Plaza Lake Avenue and Skokie Highway Wilmette, IL 60091	Cook 17 N.	290,000	Carson Pirie Scott & Co.
Evergreen Plaza 95th Street and Western Avenue Evergreen Park, IL 60642	Cook 11 S.W.	1,200,000	Carson Pirie Scott & Co. Montgomery Ward & Co.
Ford City Shopping Center 7601 S. Cicero Avenue Chicago, IL 60652	Cook 10 S.W.	1,450,000	J.C. Penney Co. Montgomery Ward & Co. Venture, Inc. Wieboldt's
Fox Valley Center Illinois Highways 59 and 65 Aurora, IL 60505	DuPage 32 W.	1,467,372	J.C. Penney Co. Lord & Taylor Marshall Field & Co. Sears Roebuck & Co.
Golf Mill Shopping Center Golf Road and Milwaukee Avenue Niles, IL 60648	Cook 16 N.W.	1,030,000	J.C. Penney Co. Sears Roebuck & Co.
Harlem-Irving Plaza 4104 N. Harlem Avenue Norridge, IL 60634	Cook 11 N.W.	476,000	Wieboldt's

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)
(continued)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Hawthorn Center Illinois Highways 21 and 60 Vernon Hills, IL 60061	Lake, IL 31 N.W.	1,083,635	Lord & Taylor Marshall Field & Co. Sears Roebuck & Co.
Hillside Shopping Center Eisenhower Expressway and Wolf Road Hillside, IL 60162	Cook 14 W.	471,004	Carson Pirie Scott & Co.
Jefferson Square Shopping Center 2450 W. Jefferson Street Joliet, IL 60435	Will 38 S.W.	551,000	Montgomery Ward & Co. Wieboldt's
Lakehurst Shopping Center Illinois Highways 43 and 120 Waukegan, IL 60085	Lake, IL 36 N.	1,200,000	Carson Pirie Scott & Co. J.C. Penney Co. Wieboldt's
Lincoln Mall U.S. 30 and Cicero Avenue Matteson, IL 60443	Cook 27 S.	1,200,000	Carson Pirie Scott & Co. J.C. Penney Co. Montgomery Ward & Co. Wieboldt's
Lincoln Village Lincoln Avenue and McCormick Boulevard Chicago, IL 60659	Cook 9 N.	115,000	Wieboldt's
Louis Joliet Mall Interstate 55 and U.S. 30 Joliet, IL 60435	Will 36 S.W.	900,000	Bergner-Weise J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.
Meadowdale Shopping Center Illinois Highway 25 and Lake Marion Road Carpentersville, IL 60110	Kane 38 N.W.	487,000	Wieboldt's
North Riverside Park 7501 W. Cermak Road North Riverside, IL 60546	Cook 11 W.	1,100,000	Carson Pirie Scott & Co. J.C. Penney Co. Montgomery Ward & Co.
Northbrook Court Shopping Center Lake-Cook and Lee Roads Northbrook, IL 60062	Cook 21 N.	1,013,057	Neiman-Marcus
Oakbrook Center Illinois Highway 83 and Cermak Road Oak Brook, IL 60521	DuPage 18 W.	1,600,000	Lord & Taylor Marshall Field & Co. Neiman-Marcus Sears Roebuck & Co.
Old Orchard Shopping Center Golf Road and Skokie Highway Skokie, IL 60077	Cook 14 N.	1,229,524	Lord & Taylor Marshall Field & Co. Montgomery Ward & Co.

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)
(continued)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Orland Court 151st Street and La Grange Road Orland Park, IL 60462	Cook 22 S.W.	803,000	Montgomery Ward & Co. Wieboldt's
Orland Square 151st Street and La Grange Road Orland Park, IL 60462	Cook 22 S.W.	1,214,000	Carson Pirie Scott & Co. J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.
Park Forest Plaza Lakewood Boulevard and Western Avenue Park Forest, IL 60466	Cook 28 S.	917,000	Marshall Field & Co. Sears Roebuck & Co.
Randhurst Rand (U.S. 12) and Elmhurst (IL 83) Roads Mt. Prospect, IL 60056	Cook 21 N.W.	1,100,000	Carson Pirie Scott & Co. Montgomery Ward & Co. Wieboldt's
River Oaks 159th Street and Torrence Avenue Calumet City, IL 60409	Cook 20 S.	1,175,210	Carson Pirie Scott & Co. Marshall Field & Co. Sears Roebuck & Co.
St. Charles Shopping Center Prairie and Randall Roads St. Charles, IL 60174	Kane 38 W.	130,000	Montgomery Ward & Co.
Southlake Mall Interstate 65 and U.S. 30 Merrillville, IN 46410	Lake, IN 33 S.E.	1,400,000	Carson Pirie Scott & Co. J.C. Penney Co. L.S. Ayres & Co. Sears Roebuck & Co.
Spring Hill Mall Illinois Highways 31 and 72 West Dundee, IL 60118	Kane 39 N.W.	1,200,000	Bergner-Weise J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.
Stratford Square Gary Avenue and Schick Road Bloomingdale, IL 60108	DuPage 28 N.W.	1,600,000	Carson Pirie Scott & Co. Marshall Field & Co. Montgomery Ward & Co. Wieboldt's
Water Tower Place 835 N. Michigan Avenue Chicago, IL 60611	Cook 1 N.	615,000	Lord & Taylor Marshall Field & Co.
Winston Park Plaza Shopping Center 8900 W. North Avenue Melrose Park, IL 60160	Cook 12 W.	500,000	J.C. Penney Co.
Woodfield Mall Illinois Highways 53 and 58 Schaumburg, IL 60195	Cook 25 N.W.	2,267,000	J.C. Penney Co. Lord & Taylor Marshall Field & Co. Sears Roebuck & Co.

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction
from Chicago*, size, and major tenants)
(continued)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Woodmar, the Fashion Center 165th Street and Indiana-polis Boulevard Hammond, IN 46320	Lake, IN 20 S.E.	123,007	Carson Pirie Scott & Co.
Yorktown Shopping Center Butterfield Road and Highland Avenue Lombard, IL 60148	DuPage 21 W.	1,500,000	Carson Pirie Scott & Co. J.C. Penney Co. Mongtomery Ward & Co. Wieboldt's

* State and Madison Streets.

Section Three:

SELLING THE MARKET

HOW TO REACH MORE PROSPECTS

FOOD AND TOILETRY PRODUCTS ON HAND

OWNERSHIP OF MAJOR HOUSEHOLD ITEMS

APPAREL AND FURNISHINGS BOUGHT IN PAST YEAR

HOW TO OPTIMIZE REACH PER DOLLAR AMONG TOTAL ADULT READERS

HOW TO OPTIMIZE REACH PER DOLLAR AMONG ADULT WOMEN READERS

PRE-SOLD GROCERY AND HOUSEHOLD PRODUCTS

THE CHICAGO SUN-TIMES

REACHES

- More total adults
- More chief wage earners
- More households with children
- More working women
- More principal food shoppers

DAILY NEWSPAPER COMPARISON

CHICAGO ADI

	NET REACH			COST PER 1,000	
	Sun-Times	Tribune	S-T Lead	S-T	Trib.
Total Adults	2,191,900	1,765,500	426,400	$1.77	$ 2.90
Chief Wage Earners	1,305,200	972,400	332,800	2.97	5.27
With Children	1,026,400	686,300	340,100	3.77	7.46
Working Women	619,200	432,200	187,000	6.25	11.85
Principal Food Shoppers	1,268,300	995,100	273,200	3.05	5.15

SOURCE: SMRB Chicago: June, 1982 - May, 1983.

COSTS: National Advertising Rates -
Sun-Times Based on 600 Line B/W Ad (1,000 Line Rate) Effective October 1, 1983 ($3,870);
Tribune Based on S.A.U. 13 B/W Ad (600 Lines - Calendar Month Volume) Effective January 1, 1983 ($5,123).

Market Penetration

CHICAGO ADI

Percent of Adults in Households Using Products in Their Homes in the Past Year

80% or More

- Fresh Milk
- Toilet Paper
- Bath Soap
- Paper Towels
- Laundry Detergent
- Dishwashing Detergent
- White Bread
- Facial Tissues
- Catsup
- Bacon
- Margarine
- Ice Cream

60% to 80%

- Packaged Spaghetti/ Macaroni
- Ready-to-Eat Cereal
- Cooking Oil
- Peanut Butter
- Potato Chips
- Frankfurters
- Plastic Trash Bags
- Window or Glass Cleaner
- Syrup
- Liquid Bleach
- Prepared Salad Dressing
- Saltine Crackers
- Packaged Cookies
- Canned Tuna Fish
- Canned Corn
- Regular Soda (Not Diet)
- Plastic Kitchen Wrap
- Frozen Vegetables
- Fabric Softener
- Canned String Beans
- Pork Sausage
- Non-White Bread
- Packaged Luncheon Meat
- Butter
- Spaghetti Sauce
- Cottage Cheese
- Packaged Noodles
- Regular Coffee (Not Instant)
- Canned Peaches
- All Purpose Liquid Cleaner
- Canned Pork & Beans
- Candy Bars
- Frozen Orange Juice

40% to 60%

- Canned Fruit Cocktail
- Beer
- Hot Cereal
- Cake Mix
- Liquid Fruit Drink
- Pizza
- Air Freshener
- Pudding
- Instant Coffee
- Box Candy
- Whipped Topping
- Smoked Sausage
- Diet Soda
- Floor Wax
- Chilled Orange Juice
- Frozen Seafood
- Yogurt
- Canned Ham
- Dry Seasoning and Sauce Mix
- Automatic Dishwasher Detergent
- Ginger Ale
- Frozen Pies & Cakes

Less than 40%

- Packaged Fruit Drink Mix
- Canned Beets
- Dry Packaged Potatoes
- Pre Washes
- Coffee Creamer
- Dog Food
- Canned Salmon
- Frozen TV Dinners
- Canned Chili
- Frozen Main Courses
- Aerosol Rug Cleaner
- Natural Cereal
- Canned Chinese Food
- Mexican Food
- Canned Beef Hash
- Cat Food
- Disposable Diapers
- Cat Litter

Total Adults - Chicago ADI - 6,091,900

SOURCE: SMRB Chicago: June, 1982 - May, 1983.

Market Penetration

NORTHEASTERN ILLINOIS COUNTIES AREA

Adults In Households Owning:	Number of Adults	% of Total Adults in NICA
Color Television	4,313,300	84%
Refrigerator	3,752,900	73%
Automatic Washing Machine	3,187,200	62%
Black & White Television	3,052,000	60%
Gas Range	2,848,200	56%
Stereo Component Equipment	2,585,100	50%
Power Lawn Mower	2,390,600	47%
Gas Clothes Dryer	2,313,500	45%
Automatic Dishwasher	1,759,500	34%
Stereo (Console or Compact)	1,675,700	33%
Central Air Conditioning	1,589,300	31%
Microwave Oven	1,453,300	28%
Room Air Conditioner	1,436,000	28%
Snow Blower	1,352,500	26%
Electric Clothes Dryer	1,258,700	25%
Electric Range	1,111,300	22%
Video Recorder	837,100	16%
Total Adults - NICA	5,120,100	

SOURCE: SMRB Chicago: June, 1982 - May, 1983.

Market Penetration

NORTHEASTERN ILLINOIS COUNTIES AREA

Men or Women Purchasing Clothing in Past 12 Months	Number of Men or Women	% of Total Men or Women in NICA
Underwear, Men's	1,779,200	74%
Shoes/Boots, Women's	1,964,200	73%
Blouses	1,952,800	72%
Shoes/Boots, Men's	1,709,400	71%
Slacks, Women's	1,828,000	68%
Brassieres	1,775,400	66%
Dress Shirts, Men's	1,524,600	63%
Daytime Dresses	1,606,400	59%
Sport Shirts, Men's	1,430,300	59%
Handbags	1,565,000	58%
Casual Slacks, Men's	1,344,200	56%
Dress Slacks, Men's	1,270,900	53%
Sweaters, Women's	1,171,000	43%
Skirts, Women's	1,101,500	41%
Suits, Men's	902,300	37%
Coats, Women's	1,008,100	37%
Sweaters, Men's	872,600	36%
Suits, Women's	798,400	30%
Blazers, Men's	654,400	27%
Evening Dresses	634,500	23%
Coats, Men's	494,100	20%
Girdles	535,600	20%
Fur Coats, Women's	155,800	6%

Total Men - NICA	2,415,000
Total Women - NICA	2,705,100

SOURCE: SMRB Chicago: June, 1982 - May, 1983.

THE CHICAGO SUN-TIMES CONTINUES TO REACH THE
- CHICAGO

	Total in ADI	Daily Sun-Times
TOTAL ADULTS REACHED:	6,091,900	2,191,900
Readers Per Dollar		566
YOUNGER PEOPLE		
Age Under 35	2,530,100	952,000
Readers Per Dollar		246
Age Under 50	3,996,000	1,510,300
Readers Per Dollar		390
WAGE EARNERS		
Chief Wage Earners	3,376,800	1,305,200
Readers Per Dollar		337
SINGLE & MARRIED		
Single Adults	2,595,600	1,022,000
Readers Per Dollar		264
Married Adults	3,496,300	1,169,900
Readers Per Dollar		302
Adults in Households With Children	2,757,200	1,026,400
Readers Per Dollar		265
FOOD SHOPPERS		
Principal Food Shoppers	3,611,900	1,268,300
Readers Per Dollar		328
Adults Spending $100 or More in an Average Week on Groceries	1,351,800	555,300
Readers Per Dollar		143

SOURCE: SMRB Chicago: June, 1982 - May, 1983.

COSTS: National Advertising Rates -
Sun-Times Based on 600 Line B/W Ad (1,000 Line Rate) Effective October 1, 1983 ($3,870);
Tribune Based on S.A.U. 13 B/W Ad (600 Lines - Calendar Month Volume) Effective January 1, 1983 ($5,123).

BEST PROSPECTS AMONG TOTAL ADULTS AND AT A LOWER COST
ADI -

Daily Tribune	Sun-Times Advantage	
	Number	Percent
1,765,500	+426,400	+ 24.2%
345	+ 221	
607,500	+344,500	+ 56.7%
119	+ 127	
1,026,900	+483,400	+ 47.1%
200	+ 190	
972,400	+332,800	+ 34.2%
190	+ 147	
648,800	+373,200	+ 57.5%
127	+ 137	
1,116,700	+ 53,200	+ 4.8%
218	+ 84	
686,300	+340,100	+ 49.6%
134	+ 131	
995,100	+273,200	+ 27.5%
194	+ 134	
371,900	+183,400	+ 49.3%
73	+ 70	

	Total in ADI	Daily Sun-Times
TOTAL WOMEN REACHED:	3,214,100	1,088,600
Readers Per Dollar		281
YOUNGER WOMEN		
Age Under 35	1,278,600	442,800
Readers Per Dollar		114
Age Under 50	2,056,000	729,200
Readers Per Dollar		188
WAGE EARNERS		
Working Women	1,593,500	619,200
Readers Per Dollar		160
SINGLE & MARRIED		
Single Women	1,478,100	560,100
Readers Per Dollar		145
Married Women	1,735,900	528,500
Readers Per Dollar		137
Women in Households With Children	1,522,500	534,700
Readers Per Dollar		138
FOOD SHOPPERS		
Principal Food Shopper	2,638,900	874,800
Readers Per Dollar		226
Spending $100 or More in an Average Week on Groceries	696,300	283,000
Readers Per Dollar		73

SOURCE: SMRB Chicago: June, 1982 - May, 1983.

COSTS: National Advertising Rates -
Sun-Times Based on 600 line B/W Ad (1,000 Line Rate) Effective October 1, 1983 ($3,870);
Tribune Based on S.A.U. 13 B/W AD (600 Lines - Calendar Month Volume) Effective January 1, 1983 ($5,123).

WELL IN THE CHICAGO ADI AMONG WOMEN

Daily Tribune	Sun-Times Advantage	
	Number	Percent
853,300	+235,300	+ 27.6%
167	+ 114	
274,300	+168,500	+ 61.4%
54	+ 60	
472,900	+256,300	+ 54.2%
92	+ 96	
432,200	+187,000	+ 43.3%
84	+ 76	
343,000	+217,100	+ 63.3%
67	+ 78	
510,400	+ 18,100	+ 3.5%
100	+ 37	
327,000	+207,700	+ 63.5%
64	+ 74	
681,900	+192,900	+ 28.3%
133	+ 93	
177,400	+105,600	+ 59.5%
35	+ 38	

THESE COMPANIES' PRODUCTS HAVE BEEN
Advertisers Using the Chicago Sun-

A & W Root Beer
Airwick
American Dairy Association
American Lamb Council
Archway Cookies
Armour Meats
Aunt Jemina
Aunt Nellies
Axion
Birdseye
Bisquick
Bob Evans' Farms
Booth Fisheries
Borden Cheese
Bosco
Bresler Ice Cream
Breyer's Ice Cream
Brooks Foods
Brownberry Ovens
Buddig Meats
Butter Buds
Butterball Turkey
Buttermaid Bread
C & H Sugar
Calkins & Company
    Broker Coupon Promotion
Campbell Soups
Canfield Beverages
Carnation
Celeste Pizza
Chateau Foods
Chef Boy-Ar-Dee
Coca-Cola
Colgate-Palmolive
Contadina
Corn King
Countrytime Lemonade
Cresta Mexican Foods
Crunchola
Crystal Sugar
Cycle Dog Food
Dannon Yogurt
Dean Foods
Del Monte
    Del Monte Catsup
    Del Monte Fruits
    Del Monte Vegetables
Dermassage Detergent
Diet-Rite Cola
Dole Pineapple
Domino Sugar
Downyflake Waffles
Duncan Hines
Dynamo Detergent
E. H. Wright
Eckrich Meats
Entemann's Bakeries
Figaro Cat Food
Five Alive
Fleischmann's Margarine
Florida Citrus
Folger's Coffee
Fould's Spaghetti
Freshlike Vegetables
Frigo Cheese
Friskies Buffet Cat Food
Frito-Lay
Gala Towels
General Foods
General Mills
Gold Medal Flour
Golden Grain Macaroni
Golden Griddle Syrup
Gorton's Seafoods
Green Giant
Hawaiian Punch
Hefty Trash Bags
Heinz
    Heinz Cocktail Sauce
    Heinz Ketchup
    Heinz Vinegar
Hershey Foods
Hickory Farms
Highliner Seafood
Hills Bros. Coffee
Hillshire Farms
Hinckley & Schmidt
Hoffman House Sauces
Hormel Meats
Hygrade Meats
Imperial Margarine
Indian Summer Cidar
Irish Spring Soap
Ivory Liquid
Jell-O
Jif Peanut Butter
Jimmy Dean Sausage
Joan of Arc
John's Pizza
Johnson & Johnson
Jolly Rancher
Joy Detergent
Kal Kan Dog Food
Kellogg Cereals
Ken-L Ration
King Kold Frozen Foods
Kleenex Tissue
Kraft
    Kraft Cheese
    Kraft Golden Image
    Kraft Light-n-Lively
    Kraft Macaroni & Cheese

PRE-SOLD TO CHICAGO'S PRIME PROSPECTS
Times for Food & Household Supplies

Kraft Mayonnaise
Kraft Orange Juice
Kraft Salad Dressings
La Choy Chinese Foods
Land O'Lakes
Lawry's
Lender's Bagels
Lever Bros.
Lifebouy Soap
Lipton
Lipton Lemon Tree
Lipton Soup Mixes
Lipton Tea
Livingston Co.
Broker Coupon Promotion
Log Cabin Syrup
Louis Rich Turkey
Lowes Kitty Litter
Luvs Diapers
Manor House Coffee
Mars Candy
Master Blend Coffee
Mauna Loa Nuts
Maxwell House Coffee
Mazola Margarine
Milnot
Minute Maid Orange Juice
Minute Rice
Money Page Coupons
Mr. Turkey
Mrs. Butterworth
Mrs. Paul's Seafoods
Mrs. Smith Pies
Mrs. T's Pierogi
Mueller Spaghetti
Nabisco Cookies & Crackers
Nature Valley Granola
Nescafe
Nestles Ice Cream
New Mill Noodles
Newlyweds Muffins
Newspaper Co-Op Couponing
Nine Lives Cat Food
Ocean Spray
Open Pit Barbecue Sauce
Ore-Ida
Oscar Mayer
Parkay Margarine
Pepperidge Farms
Pepsi-Cola
Pet-Rita
Peter Eckrich
Peter Pan Peanut Butter
Peter Paul Candies
Planter's Oil
Popsicle
Powerhouse Candy
Procter & Gamble
Professional Marketers
Broker Coupon Promotion
Progresso Foods
Puss N' Boots Cat Food
Quaker Corn Meal
Quaker Oats
RC 100
Ralston-Purina
Real Peanut Butter
Realemon
Red Cross
Red Star Yeast
Reeses' Candy
Reynold's Metals
Riceland Rice
Riviana Foods
Royal Desserts
Salada Tea
Saluto Foods
Sani-Flush
Sara Lee
Scott Paper
Scott Petersen
Sealtest Ice Cream
Seven Seas Dressing
Seven Up
Skippy Peanut Butter
Sparkle Glass Cleaner
Tender Chunks Dog Food
Thorn Apple Valley
Three Diamonds Tuna
Thrive
Tic Tac
Tide Detergent
Tidy Cat
Top Choice Dog Food
Tree Fresh Juices
Tree Top Juice
Tropicana Orange Juice
Tyson Foods
Uncle Ben's Foods
Vernell's Buttermints
Viva Paper Towels
Walden Farms Dressing
Weaver Chicken
Weight Watcher's
Welch's
Wilson Foods
Wirth-Daniels
Broker Coupon Promotion
Wisconsin Cheese Festival
Wishbone Dressing
Wrigley Gum
Yoplait Yogurt

MAJOR MARKET STUDY SHOWS SUN-TIMES LEADS IN DAILY AUDIENCE!

Since June of 1981, SMRB, a major research organization, has been measuring newspaper audiences and shopping habits in the Chicago area.

The results of the study show the Sun-Times to be the leading daily newspaper in the Chicago ADI.

SMRB also indicates that the Sun-Times dominates most of the key demographic groups among purchasing consumers:

- Adults Age 25-54
- Adults with Children
- Chief Wage Earners
- Principal Food Shoppers
- Working Women

These are the major prospects for many of the products sold in food stores, department stores, and many other types of retail outlets.

For more information, call or write Advertising Research Department 401 N. Wabash, Chicago IL (60611) (312) 321-2770 or your local Sun-Times office.

Sun-Times

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New York 10019
Phone (212) 664-1119

Detroit:
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Room 604
Detroit 48226
Phone (313) 965-6976

Atlanta:
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3400 Peachtree Rd., N.E.
Atlanta 30326
Phone (404) 237-9559

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5757 Wilshire Blvd.
Los Angeles 90039
Phone (213) 936-1069

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220 Bush St.
San Francisco 94104
Phone (415) 421-5707

Miami Beach:
17070 Collins Ave.
Suite 247
Miami Beach 33160
Phone (305) 944-4639

Sun-Times